

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**  
300 Lakeside Drive, P. O. Box 12688, Oakland, CA 94604-2688

BOARD MEETING AGENDA

April 23, 2015

**4:00 p.m.**

**Please note: The first business item on the agenda is Closed Session. The Board will reconvene in open session at 5:00 p.m. or immediately following the Closed Session, whichever is later.**

A regular meeting of the Board of Directors will be held at **4:00 p.m.** on Thursday, April 23, 2015, in the BART Board Room, Kaiser Center 20<sup>th</sup> Street Mall – Third Floor, 344 – 20<sup>th</sup> Street, Oakland, California.

Members of the public may address the Board of Directors regarding any matter on this agenda. Please complete a “Request to Address the Board” form (available at the entrance to the Board Room) and hand it to the Secretary before the item is considered by the Board. If you wish to discuss a matter that is not on the agenda during a regular meeting, you may do so under Public Comment.

Any action requiring more than a majority vote for passage will be so noted.

Items placed under “consent calendar” are considered routine and will be received, enacted, approved, or adopted by one motion unless a request for removal for discussion or explanation is received from a Director or from a member of the audience.

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

BART provides service/accommodations upon request to persons with disabilities and individuals who are limited English proficient who wish to address BART Board matters. A request must be made within one and five days in advance of Board meetings, depending on the service requested. Please contact the Office of the District Secretary at 510-464-6083 for information.

Rules governing the participation of the public at meetings of the Board of Directors and Standing Committees are available for review on the District's website (<http://www.bart.gov/about/bod>), in the BART Board Room, and upon request, in person or via mail.

Meeting notices and agendas are available for review on the District's website (<http://www.bart.gov/about/bod/meetings.aspx>), and via email ([https://public.govdelivery.com/accounts/CATRANBART/subscriber/new?topic\\_id=CATRANBA\\_RT\\_1904](https://public.govdelivery.com/accounts/CATRANBART/subscriber/new?topic_id=CATRANBA_RT_1904)) or via regular mail upon request submitted to the District Secretary. Complete agenda packets (in PDF format) are available for review on the District's website no later than 48 hours in advance of the meeting.

Please submit your requests to the District Secretary via email to [BoardofDirectors@bart.gov](mailto:BoardofDirectors@bart.gov); in person or U.S. mail at 300 Lakeside Drive, 23<sup>rd</sup> Floor, Oakland, CA 94612; fax 510-464-6011; or telephone 510-464-6083.

Kenneth A. Duron  
District Secretary

Regular Meeting of the  
BOARD OF DIRECTORS

The purpose of the Board Meeting is to consider and take such action as the Board may desire in connection with:

1. CALL TO ORDER

- A. Roll Call.
- B. Pledge of Allegiance.
- C. Introduction of Special Guests.

2. CLOSED SESSION (Room 303, Board Conference Room)

- A. PUBLIC EMPLOYMENT:  
Title: Controller-Treasurer  
Gov't. Code Section: 54957

3. CONSENT CALENDAR - 5:00 p.m. or immediately following the Closed Session, whichever is later.

- A. Approval of Minutes of the Meeting of April 9, 2015.\* Board requested to authorize.
- B. Award of Contract No. 15EL-171, Fiber Optic Installation on the M-Line, K-Line, R10 and C10.\* Board requested to authorize.
- C. Award of Contract No. 15NL-120, Elevator Flooring Replacement.\* Board requested to authorize.
- D. Award of Invitation for Bid No. 8948, Cable, Armored Marine.\* Board requested to authorize.

4. PUBLIC COMMENT – 15 Minutes

(An opportunity for members of the public to address the Board of Directors on matters under their jurisdiction and not on the agenda. An additional period for Public Comment is provided at the end of the Meeting.)

5. ADMINISTRATION ITEMS

Director Keller, Chairperson

- A. Complimentary Travel Pass for Attendees of 2015 APTA Annual Meeting.\* Board requested to authorize.  
(TWO-THIRDS VOTE REQUIRED.)
- B. Agreement with Claremont Behavioral Services, Inc. and Security Life Insurance Company of America, two companies acting jointly, to provide Comprehensive Employee Assistance Program Services to BART Employees and their Families, and Substance Abuse Services for BART Employees only (Agreement No. 6M4306).\* Board requested to authorize.

- C. Fiscal Year 2016 Preliminary Budget.
  - 1. Preliminary Budget Overview.\* For information
  - 2. FY 2016 Preliminary Budget Procedural Actions.\*  
Board requested to authorize.
    - a. Release Budget Pamphlet.
    - b. Set Date for Public Hearing
    - c. Suspend a portion of Board Rule 5-1.2.

6. ENGINEERING AND OPERATIONS ITEMS

Director McPartland, Chairperson  
NO ITEMS

7. PLANNING, PUBLIC AFFAIRS, ACCESS, AND LEGISLATION ITEMS

Director Raburn, Chairperson

- A. San Francisco Late Night Transportation Working Group Report: "The Other 9-to-5: Improving Late-Night and Early-Morning Transportation for San Francisco Workers, Residents, and Visitors" Presented by Liz Brisson, San Francisco County Transportation Authority.\* For information.
- B. Resolution Supporting A Study to Examine Potential Investments and Procedural Changes To Increase Maintenance Efficiency Within The BART System.\* Board requested to adopt. (Director Josefowitz's request)

8. GENERAL MANAGER'S REPORT

- A. Report of Activities, including Update of Roll Call for Introductions Items.

9. BOARD MATTERS

- A. Proposed "Get To Know Your Director" Advertising Campaign.\* For discussion. (Director Mallett's request.)
- B. Board Member Reports.  
(Board member reports as required by Government Code Section 53232.3(d) are available through the Office of the District Secretary. An opportunity for Board members to report on their District activities and observations since last Board Meeting.)
- C. Roll Call for Introductions.  
(An opportunity for Board members to introduce a matter for consideration at a future Committee or Board Meeting or to request District staff to prepare items or reports.)
- D. In Memoriam.  
(An opportunity for Board members to introduce individuals to be commemorated.)

10. PUBLIC COMMENT

(An opportunity for members of the public to address the Board of Directors on matters under their jurisdiction and not on the agenda.)

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**  
300 Lakeside Drive, P.O. Box 12688, Oakland, CA 94604-2688

Board of Directors  
Minutes of the 1,731st Meeting  
April 9, 2015

A regular meeting of the Board of Directors was held April 9, 2015, convening at 9:04 a.m. in the Board Room, 344 20<sup>th</sup> Street, Oakland, California. Vice President Radulovich presided; Kenneth A. Duron, District Secretary.

Directors present: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich.

Absent: Director Blalock.

Consent Calendar items brought before the Board were:

1. Approval of Minutes of the Meetings of March 26, 2015 (Regular), and March 26, 2015 (Special).
2. Revision to 2015 Standing Committee and Special Appointments: Personnel Recruitment Ad Hoc Committee.

Director Raburn made the following motions as a unit. Director Murray seconded the motions.

1. That the Minutes of the Meetings of March 26, 2015 (Regular), and March 26, 2015 (Special), be approved.
2. That the Board approve the revision to the 2015 Standing Committee and Special Appointments: Personnel Recruitment Ad Hoc Committee.

The motions carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent - 1: Director Blalock.

Director Keller, Chairperson of the Administration Committee, brought the matter of New Employee Relocation Expense Reimbursement, before the Board. Ms. Alison Picard, Assistant General Manager, Employee Relations, presented the item. The item was discussed.

Director Saltzman moved that the General Manager or her designee be authorized to provide relocation expense reimbursement, in an amount not to exceed \$18,000 each, consistent with Management Procedure No. 70, New Employee Relocation expense reimbursement for the successful candidates of Assistant Chief Maintenance and Engineering Officer, Right of Way and the Assistant Chief Maintenance and Engineering Officer, Facilities Maintenance. Director Murray seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent - 1: Director Blalock.

Director Keller brought the matter of Agreement with Miller3 Consulting, Inc., to Conduct Disparity Study in Support of District's Disadvantaged Business Enterprise Program (Agreement No. 6M5078), before the Board. Mr. Wayne Wong, Department Manager of the Office of Civil Rights, presented the item. The item was discussed.

The following individuals addressed the Board.

Spencer Gillette  
Darrel Carey  
Eleanor Ramsey  
Aminatu Yusef  
Sherry Williams  
Mansoyn Id-Deen  
Carol Mc Gruden

Director Josefowitz moved that the General Manager is authorized to Award Agreement No. 6M5078 to Miller3 Consulting, Inc. to conduct a disparity study in support of the District's DBE Program for an amount not to exceed \$668,050.00, pursuant to notification to be issued by the General Manager and subject to the District's protest procedures. Director Murray seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent - 1: Director Blalock.

Director McPartland, Chairperson of the Engineering and Operations Committee, brought the matter of the Award of Invitation to Bid No. 8950, Multi-Function Tamping Machine, before the Board. Mr. Paul Oversier, Assistant General Manager, Operations, and Mr. Greg Spivy, Principal Track Engineer, presented the item. The item was discussed.

Mr. Oversier gave a brief report on the implementation of repairs along the trackway and interlocking between the Fruitvale and Coliseum stations.

Director Saltzman moved that the General Manager is authorized to award IFB No. 8950, for the procurement of a new Multi-Function Tamping Machine, to Plasser American Co., Chesapeake VA., in the amount of \$3,210,618.18, including all applicable taxes, pursuant to notification to be issued by the General Manager. Director Murray seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent - 1: Director Blalock.

Director McPartland brought the matter of Renaming of the East Contra Costa County BART Extension (eBART) Pittsburg Center Station, before the Board. Mr. Ric Rattray, Manager Capital Program - eBART and Mr. Robert Mitroff, Chief Planning & Development Officer - Extensions presented the item. The item was discussed.

Alan Smith addressed the Board.

Director Keller moved that the Board finds that the proposed new names "Pittsburg Center Station" or "Pittsburg Railroad Avenue Station" provide riders with the information necessary to clearly identify the new eBART Station in the City of Pittsburg and distinguishes it from other BART stations. Accordingly, the new eBART station in the City of Pittsburg shall be named the "Pittsburg Center Station" or "Pittsburg Railroad Avenue Station" as determined by the City of Pittsburg. Director Murray seconded the motion which carried by unanimous electronic vote.

Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent – 1: Director Blalock.

Director McPartland brought the matter of Change Order to Contract No. 04SF-140, Procurement of eBART Vehicles, with Staddler Bussnang, AG, for the Procurement of Additional Spare Parts (C.O. No. 2), before the Board. Mr. Rattray and Mr. Mitroff presented the item. The item was discussed.

Director Raburn moved that the General Manager is authorized to execute Change Order No. 002 to Contract No. 04SF-140, for Procurement of eBART Vehicles with Staddler Bussnang, AG, for procurement of additional spare parts in a final amount owed by BART, after applying a credit of \$245,643 to BART, not to exceed \$500,000 plus applicable taxes. Director Murray seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent – 1: Director Blalock.

Director Mc Partland brought the matter of BART to Oakland International Airport Project Update and Change Order to Contract No. 01ZK-110, Design Build of the Oakland International Airport Connect, with Flatiron Parson, JV, for Quality Assurance/Quality Control Incentive Program Adjustment, before the Board. Mr. Paul Oversier and Mr. Tom Dunscombe, Manager Capital Program – Oakland Airport Connector presented the item. The item was discussed.

Jerry Grace addressed the Board.

Director Raburn moved that the General Manager or her designee is authorized to execute a Contract change order to 01ZK-110 in an amount of \$1,125,000 for the OAC QA/QC Incentive Program adjustment. Director Murray seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent – 1: Director Blalock.

Director Mc Partland brought the matter of Professional Services Agreements No. 6M8076 and No. 6M8077 Sustaining Construction Management Services for BART Projects, before the Board. Mr. Robert Powers, Assistant General Manager, Planning and Development presented the item. The item was discussed.

The following individuals addressed the Board.

Jesus Vargas

Wayne Perry

Director Saltzman moved that the General Manager is authorized to award Agreement No. 6M8076 to VSCE, Inc. and Agreement No. 6M8077 to Cornerstone Transportation Consulting Inc. to provide Sustaining Construction Management Services for BART Projects in an amount not to exceed \$3,000,000.00 each, pursuant to notification to be issued by the General Manager and subject to the District's protest procedures and the FTA requirements related to protest procedures. Director Raburn seconded the motion which carried by unanimous electronic vote. Ayes - 8: Directors Josefowitz, Keller, Mallett, McPartland, Murray, Raburn, Saltzman, and Radulovich. Noes - 0. Absent – 1: Director Blalock.

Director Raburn, Chairperson of the Planning, Public Affairs, Access, and Legislation Committee, had no report.

Vice President Radulovich called for the General Manager's Report.

Deputy General Manager Marcia de Vaughn reported on steps General Manager Grace Crunican had taken and activities and meetings she had participated in, and gave a report on the progress of outstanding Roll Call for Introductions items.

Vice President Radulovich called for the Independent Police Auditor's Report.

Independent Police Auditor Mark Smith gave a quarterly and 2014 Annual Report of the Office of the Independent Police Auditor.

Directors Raburn and Josefowitz exited the meeting.

Vice President Radulovich called for Board Member Reports, Roll Call for Introductions, and In Memoriam.

Director Murray reported that she attending a session by the Commonwealth Club where General Manager Grace Crunican was a panelist. She also reported attending a Transportation Round Table discussion with Mr. Kutrosky in Modesto, CA where they discussed BART's needs.

Director Saltzman reported that she and Director Raburn attended the San Leandro State of the City Address.

Vice President Radulovich called for Public Comment.

The following individuals addressed the Board.

Alan Smith

Jerry Grace

Vice President Radulovich announced that the Board would enter into closed session under Item 10-A (Public Employment) of the Regular Meeting agenda, and that the Board would reconvene in open session upon the conclusion of the closed session.

The Board Meeting recessed at 12:09 p.m.

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The Board Meeting reconvened in closed session at 12:18 p.m.

Directors present: Directors Keller, Mallett, McPartland, Murray, Saltzman, and Radulovich.

Absent: Directors Blalock, Josefowitz and Raburn.

The Board Meeting recessed at 1:03 p.m.

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The Board Meeting reconvened in open session at 1:06 p.m.

Directors present: Vice President Radulovich

Absent: Directors Blalock, Josefowitz, Keller, McPartland, Mallett,  
Murray, Raburn, and Saltzman.

Vice President Radulovich announced that the Board had concluded its closed session under Item 10-A of the Regular Meeting agenda, and that there were no further announcements to be made.

The Board Meeting was adjourned at 1:06 p.m.

Kenneth A. Duron  
District Secretary





## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Marcia Johnson</i>		GENERAL MANAGER ACTION REQ'D: Approve and Forward to the Board		
DATE: <i>4/15/15</i>		BOARD INITIATED ITEM: No		
Originator/Prepared by: Reza Hessabi Dept: Maintenance & Engineering <i>Reza Hessabi</i> Signature/Date: <i>4/7/15</i>	General Counsel <i>Andrew Rivas</i> <i>4-7-15</i> [ ]	Controller/Treasurer <i>[Signature]</i> [ ]	District Secretary [ ]	BARC <i>Paul Jensen</i> <i>4/13/15</i> [ ]
Status: Routed		Date Created: 03/30/2015		
TITLE:				

### Award Contract No. 15EL-171 – Fiber Optic Installation on the M-Line, K-Line, R10 & C10

NARRATIVE:

#### PURPOSE:

To obtain Board authorization for the General Manager to award Contract No. 15EL-171 for Fiber Optic Installation on the M-Line, K-Line, R10 & C10.

#### DISCUSSION:

This contract is for installing fiber optic cables between train control rooms and associated Traction Power Substations/Gap breaker Stations located on the K-Line, M-Line, R10 and C10.

This installation will supplement the existing copper wire communications link between the facilities with new fiber optic communications link. The new fiber optic cable communication link provides increased capacity and functionality for the Traction Power Control and Protection System/Equipment including the Emergency and Transfer Trip System, the Supervisory Control and Data Acquisition System, the Traction Power Blocking System and the Remote Maintenance Supervisory System.

The new fiber optic cable also will provide electrical isolation preventing an electrical current flow between the facilities and thereby lessen the possibility of extensive damage during an electrical short circuit.

The Advance Notice to Bidders was mailed to 66 prospective bidders and contract documents were sent to 23 plan rooms, on February 4, 2015. The Contract was advertised on February 5, 2015. A Pre-Bid meeting and jobsite tour were conducted on February 20, 2015 with 18 prospective bidders attending. There was one (1) Addenda issued for this Contract. The following 6 Bids were received and publicly opened on March 17, 2015.

BIDDER		TOTAL BID
Rosendin Electric	San Jose, CA	\$ 996,239.00
Phase 3 Communications, Inc.	San Jose, CA	\$1,040,988.25
ABM	Pleasanton, CA	\$1,043,693.00
The Fishel Company	Tracy, CA	\$1,362,143.60
Shimmick Construction Company, Inc.	Oakland, CA	\$1,780,157.00
Tennyson Electric Inc.	Livermore, CA	\$1,886,917.50

Engineer's Estimate: \$885,752.00

Bids were evaluated and staff determined that the apparent low Bid submitted by Rosendin Electric of San Jose, California is responsive to this solicitation. Further examination of business experience and financial capabilities of Rosendin Electric has resulted in the determination that the Bidder is responsible and the Bid of \$996,239.00 submitted by Rosendin Electric is fair and reasonable based upon sufficient price competition.

**DBE GOAL:**

This contract was advertised pursuant to the revised DBE Program requirements. The Office of Civil Rights reviewed the scope of work for this contract and determined that there were subcontracting opportunities; therefore, a DBE participation goal of 10% was set for this contract. The low bidder, Rosendin Electric, Inc. committed to subcontracting 31.7% to DBEs. The Office of Civil Rights has determined the bidder has met the DBE participation goal set for this contract.

**FISCAL IMPACT:**

Funding of \$996,239 for the award of Contract No. 15EL-171 is included in the total project budget for FMS #15EL700 – Traction Power Fiber Optic Cables Phase II. The Office of Controller/Treasurer certifies that funds are currently available to meet this obligation. The following table depicts funding assigned to the referenced project and is included in totality to track funding history against spending authority. Funds needed to meet this request will be expended from a combination of these sources as listed.

As of March 24, 2015, \$3,000,000 is available for this project from the following sources:

Fund No.	Source	Fund Description	Amount
3004	Federal	FY12- Capital Projects	2,400,000
6018	Regional	FY11-12 Prj Match MTC Res#4044	600,000
		Total	3,000,000

BART has expended \$87,697, committed \$0, and reserved \$0 to-date for other action. This action will commit \$996,239 leaving an available fund balance of \$1,916,064 in this project.

There is no fiscal impact on available unprogrammed District Reserves.

**ALTERNATIVE:**

Reject all bids and re-advertise the Contract. It is staffs' opinion that rejecting the Bids and re-advertising the Contract is not likely to result in better pricing and would delay this critical ongoing replacement.

**RECOMMENDATION:**

On the basis of analysis and evaluation by staff, it is recommended that the Board adopt the following Motion.

**MOTION:**

The General Manager is authorized to award Contract No. 15EL-171 for Fiber Optic Installation on the M-Line, K-Line, R10 & C10. to Rosedin Electric for the Bid price of \$996,239.00 pursuant to notification to be issued by the General Manager, subject to the District's protest procedures and the FTA requirements related to protest procedures.



## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Marcia Edwards</i>		GENERAL MANAGER ACTION REQ'D:		
DATE: 4/15/15		BOARD INITIATED ITEM: No		
Originator/Prepared by: Bruce King	General Counsel	Controller/Treasurer	District Secretary	BARC
Dept: <i>E. No</i>	<i>NPB</i>	<i>[ ]</i>	<i>[ ]</i>	<i>Paul Overman</i>
Signature/Date: <i>E. No 4/13/15</i>	<i>NPB 4/13/15</i>	<i>[ ]</i>	<i>[ ]</i>	<i>Paul Overman 4/13/15</i>
Status: Approved		Date Created: 03/25/2015		

TITLE:

### Award of Contract No. 15NL-120 for Elevator Flooring Replacement

NARRATIVE:

#### **PURPOSE :**

To obtain Board authorization for the General Manager to Award Contract No. 15NL-120 for Elevator Flooring Replacement to Rodan Builders, Inc. of Burlingame, CA.

#### **DISCUSSION :**

Staff has identified a need to replace or repair severely damaged elevator floors with more durable diamond plate flooring. Work shall be performed on 127 elevator cars, accessible to the public throughout the District, in passenger stations and parking structures. Advance Notice to Bidders was sent on February 10, 2015 to seventy three (73) prospective Bidders. Contract books were mailed to twenty three (23) plan rooms. The Contract was advertised on February 10, 2015. A Pre-Bid meeting was held on February 25, 2015, with four (4) prospective bidders in attendance. Three (3) planholders purchased the Contract Book.

One Bid for the Bid amount of \$1,379,530.00 was received from Rodan Builders, Inc., of Burlingame, CA, and publicly opened on March 24, 2015. The Engineer's Estimate was \$1,255,500.00.

After review by Staff, the bid by Rodan Builders, Inc., was found to be responsive. Staff has determined that the Bid price of \$1,379,530.00, submitted by Rodan Builders, Inc., is fair and reasonable. Staff has also determined that Rodan Builders is responsible based on an examination of the firm's business and financial status.

Pursuant to the District's Non-Discrimination for Subcontracting Program, the availability percentages for this contract are 23% for MBEs and 12% for WBEs. The bidder does not commit to subcontract any percentage of the subcontracted amount to MBEs or to WBEs. Therefore, the bidder was requested to provide the District with information to determine if it had discriminated. Based on the review of the information submitted by the bidder, the Office of Civil Rights found no evidence of discrimination.

Pursuant to the District's Non-Federal Small Business Program, the Office of Civil Rights set a 5% prime preference for this contract. The responsive bidder is not a certified small business and

therefore is not eligible for the 5% small business preference.

**FISCAL IMPACT :**

Funding of \$1,379,530.00 for executing this contract will come from project budget 15NL001, Elevator Cab Floor Replacement . The Office of the Controller/Treasurer certifies that funds are currently available to meet this obligation. The following table depicts funding assigned to the referenced project since February 2014, and is included in totality to track funding history against spending authority. Funds needed to meet this request will be expended from a combination of these sources as listed.

<b>Fund</b>	<b>Description</b>	<b>Total Amount</b>
535A	FY2010-11 PROP 1B-PTMISEA	500,000.00
8525	FY 2013 Operating to Capital Allocation	900,000.00
8526	FY 2014 Operating to Capital Allocation	100,000.00
<b>Grand Total</b>		<b>1,500,000.00</b>

As of April 1, 2015, \$1,500,000.00 is the total budget for this project. BART has expended \$92,896.87 to date. Furthermore, no funds have been committed nor have funds been reserved for other actions to date. This action will commit \$1,379,530.00, thus leaving an available balance of \$27,573.13 remaining in fund resources for this project.

**ALTERNATIVES :**

The alternative to awarding the Contract would be to reject the Bid and to re-advertise the Contract. Staff does not believe that rebidding would result in more competitive bids or a lower bid price.

**RECOMMENDATION :**

It is recommended that the Board adopt the following motion:

**MOTION :**

The General Manager is authorized to award Contract No. 15NL-120 for Elevator Flooring Replacement to Rodan Builders, Inc., for the Bid Price of \$1,379,530.00, pursuant to notification to be issued by the General Manager and subject to compliance with the District's protest procedures.



## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Marcia DeLuca</i>		GENERAL MANAGER ACTION REQ'D: Approve and forward to the Board		
DATE: c <i>4/15/15</i>		BOARD INITIATED ITEM: No		
Originator/Prepared by: Khawaja Zubair Dept: March 26, 2015 <i>KZ</i> Signature/Date: <i>4/15/2015</i>	General Counsel <i>[Signature]</i> Date: <i>4/14/15</i>	Controller/Treasurer <i>[Signature]</i> [ ]	District Secretary [ ]	BARC <i>Paul Weaver</i> Date: <i>4/15/15</i> [ ]
TITLE:				

### Invitation for Bid No. 8948 - Procurement of Cable, Armored Marine

NARRATIVE:

#### PURPOSE:

To obtain Board authorization to award Invitation for Bid (IFB) No. 8948, an estimated quantities Contract, to Draka Cableteq, USA, Inc. of North Dighton, MA in the amount of \$362,335.50 (inclusive of sales tax) for the purchase of Cathodic Protection Marine Cable.

#### DESCRIPTION:

The bulk purchase of this marine cable (approximately 10,000 ft) will enable repair of the existing cathodic protection system. The Cathodic Protection (CP) marine cable is used to connect anodes in San Francisco Bay to the power supply located inside the Transbay Tube (TBT). The CP system consists of 30 anodes located throughout the length of the Transbay Tube. Each cable length is between three hundred feet to over a thousand feet depending on the location of an anode. The cable is routed from the TBT top hat to the anode sled through the bottom of the bay. The cable carries the necessary current to the anode and the return current charges the TBT outer steel shell with a negative voltage which in turns protects the shell. This cable is specialized because it has an outside armor made of stranded steel; it also has core material that protects against water intrusion.

The Invitation for Bid (IFB) No. 8948 was advertised in the InterCity Express, Oakland on February 25, 2015. Only one Bid was received, and the Bid was opened on March 24, 2015. The Bidder is:

<u>Bidder</u>	<u>Unit Price</u>	<u>Total Including 9.5% Sales Tax</u>
DRAKA Cableteq USA, Inc. North Dighton, MA	\$33.09/ft.	\$362,335.50

The Engineer's estimate was \$400,000.00. The Bid submitted by DRAKA Cableteq, USA Inc. has been determined to be responsive to the solicitation requirements. Upon review of the Bidder's business and financial capabilities, Staff has determined that the Bidder is responsible and that its Bid of \$362,335.50 is fair and reasonable.

(Untitled)

Pursuant to the revised DBE Program, the Office of Civil Rights is utilizing race and gender neutral efforts for Invitation for Bid (IFB) contracts. Therefore, no DBE goal was set for this Contract.

**FISCAL IMPACT:**

The Contract total not-to-exceed amount of \$362,336 including applicable sales tax, is included in the total project budget for 09DJ001, Transbay Tube (TBT) Cathodic Protection. The Office of the Controller/Treasurer certifies that funds are currently available to meet this obligation. The following table depicts funding assigned to the referenced project since May 2006 and is included in totality to track funding history against spending authority. Funds needed to meet this request will be expended from a combination of these sources as listed:

F/G 347W - Federal CA-03-0729	\$ 3,967,113
F/G 354J - Federal CA -90-Y689	\$ 562,403
F/G 6015 - Bridge Toll - alloc #09387201	\$ 347,737
F/G 6214 - RM2 - alloc #08382302	\$ 140,601
F/G 8205 - BART 1995 Sales Tax Rev Bond	\$ 1,278
F/G 2261 - BART 1999 Sales Tax Rev Debt Serv	\$ 644,041
Total	\$ 5,663,173

As of March 30, 2015, \$5,663,173 is the total budget for this project. BART has expended \$5,096,047, committed \$23,603 and reserve \$0.00 to date. This action will commit \$362,336 leaving an available fund balance of \$181,187 in these fund sources for this project.

There is no fiscal impact on available un-programmed District reserves.

**ALTERNATIVES:**

The alternative is not to purchase the marine cable at this time. This will result in not having enough cable in stock to replace the anode cable, when or if an emergency need arises, for the TBT Cathodic Protection System. This will leave part of the TBT unprotected against corrosion due to lack of cathodic protection.

**RECOMMENDATION:**

On the basis of analysis by staff and certification by the Controller-Treasurer that the funds are available for this purpose, it is recommended that the Board adopt the following motion:

**MOTION:**

The General Manager is authorized to award this IFB No. 8948, an estimated quantities Contract, for the Procurement of Marine Armored Cable to DRAKA Cableteq USA, Inc. for the Bid price of \$362,335.50 including sales tax pursuant to notification to be issued by the General Manager.



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>[Signature]</i>		GENERAL MANAGER ACTION REQ'D:		
DATE: 4/15/15		BOARD INITIATED ITEM: No		
Originator/Prepared by: Julie A Yim	General Counsel	Controller/Treasurer	District Secretary	BARC
Dept: <i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	[ ]	<i>[Signature]</i>
Signature/Date: <i>[Signature]</i> 4/14/15	<i>[Signature]</i> 4/14/15	<i>[Signature]</i> [ ]	[ ]	<i>[Signature]</i> 4-15-15 [ ]
Status: Routed		Date Created: 03/31/2015		

TITLE:

**Travel Pass for Attendees of 2015 APTA Annual Meeting**

NARRATIVE:

PURPOSE: To obtain Board approval to offer complimentary BART rides to approximately 4,000 attendees of the APTA 2015 Annual Conference to be held in San Francisco on October 4 through 7. (Two-thirds vote required)

DISCUSSION: The APTA 2015 Annual Conference will be held in San Francisco at the Hilton Hotel on Union Square from October 4 to 7. The APTA Annual Meeting is the flagship event for public transportation professionals to engage in educational sessions, workshops, tours, and network with colleagues. Keynote speakers discuss strategy and leadership. Educational sessions explore creating transit-oriented communities, investing in infrastructure, asset management, innovative funding and financing, managing emerging technologies, safety, workforce issues, and big transportation projects worldwide. With the 25th Anniversary of the Americans with Disabilities Act in 2015, the conference will highlight the progress and accomplishments of the transit industry's efforts and project forward for the next 25 years.

As a member of the host committee for this conference, BART and the other transit partners will offer the 4,000 guests a free transit pass to enhance their San Francisco Bay Area experience by using the region's public transit services and also helping our guests avoid expenses related to rental cars, parking fees and gas charges. Over the years BART has cooperated with APTA by providing complimentary transit services to attendees of workshops and conferences held locally. BART has either provided set denomination tickets or flash passes. This year, Clipper will issue a special Clippercard for the Annual Meeting that will be accepted by SFMTA, Golden Gate Transit, Sam Trans, Caltrain, SCVTA, AC Transit and BART. The pass will only be valid from October 2 through 8.



**FISCAL IMPACT:** The conference travel pass will allow riders to travel anywhere in the BART system at no charge which makes it difficult to estimate the fiscal impact. In the past, BART issued \$30 tickets for a similar time period. Assuming that APTA attendees travel similarly, the foregone fare revenue could be approximately \$120,000 over the six day period. The expense to BART will be recorded as lost revenue but cash will not be paid out. The value of the trip will be accounted for as services rendered but not paid for.

**ALTERNATIVE:**

Do not participate with the other host agencies and do not allow the attendees complimentary trips on BART.

**RECOMMENDATION:**

Adopt the following motion:

**MOTION:**

The General Manager is authorized to participate in the Travel Pass Program with SFMTA, Golden Gate Transit, SamTrans, CalTrain, SCVTA and AC Transit to provide complimentary rides for up to 4,000 attendees of the APTA 2015 Annual Conference in San Francisco, October 2 to 8. (Two thirds vote required.)



## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Marcia DeLauren</i>		GENERAL MANAGER ACTION REQ'D: Approve and Forward to the Board		
DATE: c <i>4/15/15</i>		BOARD INITIATED ITEM: <i>No</i>		
Originator/Prepared by: David Wong Dept: Employee Relations <i>D. Wong</i> Signature/Date: <i>4/13/2015</i>	General Counsel <i>MB 4/13/15</i>	Controller/Treasurer <i>[Signature]</i>	District Secretary [ ]	BARC <i>[Signature]</i> 4-14-15 [ ]

TITLE:

### AUTHORIZE AWARD OF AGREEMENT NO. 6M4306 EMPLOYEE ASSISTANCE PROGRAM SERVICES

NARRATIVE:

#### PURPOSE:

To obtain Board authorization for the General Manager to award Agreement No. 6M4306 to Claremont Behavioral Services, Inc. and Security Life Insurance Company of America, two companies acting jointly, to provide comprehensive Employee Assistance Program (EAP) services to BART employees and their families as well as substance abuse services for BART employees only. The term of the Agreement will be for a base period of five years with two (2) options to extend for an additional one-year period each.

#### DISCUSSION:

The District has provided Employee Assistance Program (EAP) services to employees and their family members since 1984. EAP services include counseling for employees and/or family members experiencing marriage or relationship problems, child or elder care issues, legal or financial difficulties, job stress, and alcohol and drug problems. Substance abuse rehabilitation services have been provided for BART employees since 1990. The District's last RFP for EAP services was issued on May 8, 2006 with the agreement awarded to Claremont Behavioral Services, Inc. and Security Life Insurance Company of America, who currently provide these services under a three-party agreement with the District.

Advance Notice to Proposers was issued on August 27, 2014. A Request for Proposals (RFP) to procure EAP services was issued to fifteen (15) potential proposers from a vendor list of known consultants with expertise in the field. The RFP was advertised on August 29, 2014 in twelve newspapers. A Pre-Proposal Meeting was conducted on September 12, 2014 with three (3) companies attending. Two (2) proposals were received on November 4, 2014, one from Managed Health Network (MHN) and one from Claremont Behavioral Services, Inc. and Security Life Insurance Company of America (Claremont/Security).

The District's Selection Committee, chaired by Contract Administration, consisted of representatives from Human Resources, Transportation, and the Office of Civil Rights. The Selection Committee determined that MHN's proposal did not meet 4 of the 8 minimum technical requirements and was therefore non-responsive. The proposal from Claremont/Security met the 8 minimum technical requirements and was responsive to the minimum technical requirements. The Selection Committee scored the written statement of qualifications submitted by Claremont/Security and then proceeded to open and review its price proposal which indicated a total proposal price of \$7,208,070 for the base 5

AUTHORIZE AWARD OF AGREEMENT NO. 6M4306 EMPLOYEE ASSISTANCE PROGRAM SERVICES

years and 2 option years.

An oral interview with Claremont Behavioral Services, Inc. was conducted on December 17, 2014 and was subsequently scored. After conducting price clarifications with Claremont, staff reduced the estimated quantities of services for certain services to more accurately reflect more recent utilization. The price proposal form was revised and the District requested a best and final offer (BAFO) from Claremont/Security. Claremont/Security's proposed total BAFO price was reduced by 27% to \$5,251,611. The BAFO price is considered fair and reasonable based on staff analysis. Staff further determined that the neighboring AC Transit and San Francisco Municipal Railway systems are paying similar costs for EAP services, which are provided to them by the same proposer.

Claremont/Security has over 20 years of experience providing excellent EAP services to the District. Claremont is a national industry expert and a leader in the provision of EAP services. This proposer also provides expertise in handling the trauma response claims in coordination with the District's workers' compensation administrator and provides a network of specialty credentialed psychologists with expertise in workers' compensation and workplace trauma.

Pursuant to the District's Non-Federal Small Business Program, the Office of Civil Rights set a 5% prime preference for this contract for Small Businesses certified by the California Department of General Services. Claremont Behavioral Services, Inc. is a certified small business making it eligible for the preference; however, it failed to sign the Declaration of Eligibility for Small Business Prime Preference.

Pursuant to the District's Non-Discrimination for Subcontracting Program, the availability percentages for this contract are 16% MBEs and 20% WBEs. Claremont Behavioral Services, Inc. and Security Life Insurance Company of America committed to 0.1% MBE and 0.1% WBE. The bidder did not meet the MBE and WBE percentages, therefore, the bidder was requested to provide the District with information to determine if it had discriminated. Based on the review of the information submitted by the bidder, the Office of Civil Rights found no evidence of discrimination.

The Office of General Counsel will approve the Agreement as to form.

**FISCAL IMPACT:**

This agreement will provide EAP services, including substance abuse rehabilitation program services for a base period of five years with two (2) options to extend for an additional one-year period each. The total anticipated cost for the seven (7) year period will not exceed \$5,251,611 with an annual fiscal impact of approximately \$750,000. Funds for the first year costs are included in the adopted Human Resources operating budget for FY 16. Funds for subsequent fiscal years will be requested as part of the Human Resource's total budget.

**ALTERNATIVE:**

Not enter into an agreement with Claremont/Security at this time and issue another Request for Proposals to procure another firm to perform the services needed. Because of the wide distribution of the RFP and its limited response, staff believes that re-advertising the services is not likely to result in additional proposals.

**RECOMMENDATION:**

AUTHORIZE AWARD OF AGREEMENT NO. 6M4306 EMPLOYEE ASSISTANCE PROGRAM SERVICES

Adopt the following motion

**MOTION:**

The General Manager is authorized to award Agreement No. 6M4306 to Claremont Behavioral Services, Inc. and Security Life Insurance Company of America, two companies acting jointly, for comprehensive Employee Assistance Program (EAP) services for BART employees and their families as well as substance abuse services for BART employees only, for a base period of five years plus up to two one-year option periods, in an amount not to exceed \$5,251,611, pursuant to notification to be issued by the General Manager and subject to the District's protest procedures.



## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Warcia DeCoudre</i>		GENERAL MANAGER ACTION REQ'D: Place on the April 23, 2015 Board of Directors Agenda		
DATE: c <i>4/15/15</i>		BOARD INITIATED ITEM: No		
Originator/Prepared by: Robert Umbreit Dept: Operating Budgets	General Counsel <i>Audrey Lewis 4/10/15</i>	Controller/Treasurer <i>[Signature]</i>	District Secretary [ ]	BARC <i>Amot [Signature] 4-14-15</i>
Signature/Date: <i>R. Umbreit 4/8/15</i>				

TITLE:

### Fiscal Year 2016 Preliminary Budget Procedural Actions

NARRATIVE:

#### PURPOSE:

1. To formally direct staff to publish a pamphlet containing a copy of the Fiscal Year 2016 Preliminary Budget.
2. To set a public hearing on the Fiscal Year 2016 Preliminary Budget.
3. To obtain BART Board approval to suspend the requirement in Board Rule 5-1.2 that the tentative budget be submitted to the Administration Committee prior to its submission to the Board of Directors.

#### DISCUSSION:

The rules of the Board of Directors provide that the Board direct a Preliminary Budget Pamphlet to be prepared no later than the first day of June (Rule 5-1.2). Staff's schedule calls for this pamphlet to be available by April 30, 2015. The rules of the Board of Directors also provide that a public hearing on the budget be held on or before June 20 (Rule 5-1.3). Staff proposes that this hearing be held on May 28, 2015.

BART Board Rule 5-1.2 provides, in part: "After study and consideration of the tentative budget by the Administration Committee, the budget shall be submitted to the Board of Directors not later than the first regular meeting in May of each calendar year." Currently, the Board meetings format does not include regular meetings of the Administration Committee, making compliance with the requirement that the tentative budget first be considered by the Administration Committee problematic. However, the agendas of the Regular Meetings of the Board include a portion devoted to Administration matters, as necessary, and thus provide an opportunity for full Board study and consideration of the budget.

Board Rule 6-1.2 allows for suspension of a rule by majority vote of all members of the Board upon a showing satisfactory to them of a special situation justifying the suspension of the rule. It is recommended that the Board approve suspension of the requirement in Rule 5-1.2 that the FY 2016 budget be submitted to the Board only after study and consideration by the Administration Committee. This action does not preclude further consideration and discussion of the Preliminary Budget at future Administration Committee meetings.

**FISCAL IMPACT:**

According to Board Rules, the FY16 Preliminary Budget must be adopted on or before June 30, 2015.

**ALTERNATIVES:**

Under Board Rules 5-1.2 and 5-1.3, publishing a budget pamphlet and holding a public hearing are required steps to adopt the Fiscal Year 2016 annual budget. The Board could suspend rules 5-1.2 and 5-1.3 or postpone the hearing to another date prior to June 20.

The Board could choose not to approve the suspension of the requirement that the tentative budget be studied and considered by the Administration Committee before submission to the Board of Directors. However, failure to do so will require that the Board suspend the requirement of Rule 5-1.2 that the budget be submitted to the Board of Directors by the first meeting in May.

**RECOMMENDATION:**

That the Board adopt the following motions:

Motions:

1. That the staff be directed to publish a Budget Pamphlet for Fiscal Year 2016 to be available for distribution no later than April 30, 2015.
2. That a public hearing on the Fiscal Year 2016 Preliminary Budget be set for Thursday, May 28, 2015 in the Board Room.
3. The Board of Directors approves the suspension of the requirement in Rule 5-1.2 that the FY 2016 tentative budget first be studied and considered by the Administration Committee prior to submission to the Board of Directors.

# SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

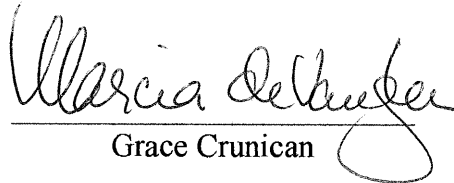
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## Memorandum

**TO:** Board of Directors **DATE:** April 17, 2015  
**FROM:** General Manager  
**SUBJECT:** **PPAAL Agenda Item #7.A: For Information – San Francisco Late Night Transportation Working Group Presentation**

At the April 23<sup>rd</sup> Board meeting, Liz Brisson of the San Francisco County Transportation Authority (SFCTA) will give a presentation on behalf of the San Francisco Late Night Transportation Working Group. The presentation will cover the findings of the Working Group's report "The Other 9 to 5: Improving Late-Night and Early-Morning Transportation for San Francisco Workers, Residents, and Visitors", including recommendations.

BART staff will be prepared to answer questions regarding the related but separate Late Night Bus Pilot Project currently under way in collaboration with AC Transit. Please call Carter Mau, Assistant General Manager, Administration and Budget, at (510) 464-6194 should you have any questions.

  
Grace Crunican

Attachment

cc: Board Appointed Officers  
Deputy General Manager  
Executive Staff

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

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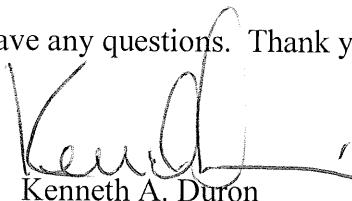
MEMORANDUM

**TO:** Board of Directors **DATE:** April 17, 2015  
**FROM:** District Secretary  
**SUBJECT:** Resolution Supporting a Study to Examine Potential Investments and Procedural Changes to Increase Maintenance Efficiency within the BART System

Attached for your review and consideration is a resolution proposed by Director Josefowitz entitled: In the Matter of Supporting a Study to Examine Potential Investments and Procedural Changes to Increase Maintenance Efficiency within the BART System.

The item will be introduced on the April 23, 2015 Board Meeting agenda immediately following a presentation by the San Francisco Transportation Authority of a San Francisco Late Night Transportation Working Group Report: "The Other 9-to-5: Improving Late-Night and Early-Morning Transportation for San Francisco Workers, Residents, and Visitors".

Please contact Director Josefowitz if you have any questions. Thank you.



Kenneth A. Duron

Attachment

cc: Board Appointed Officers  
Deputy General Manager  
Assistant General Manager, Administration and Budget  
Assistant General Manager, Operations  
Assistant General Manager, Planning and Development



**BEFORE THE BOARD OF DIRECTORS OF THE  
SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

**In the Matter of Supporting a Study to Examine  
Potential Investments and Procedural Changes to  
Increase Maintenance Efficiency Within  
The BART System** \_\_\_\_\_ /

**Resolution No.** \_\_\_\_\_

**WHEREAS**, the San Francisco Bay Area Rapid Transit District's (BART's) operations managers and maintenance workers are widely regarded to be some of the most skilled in the industry, and deserve tremendous credit for keeping the trains running in spite of BART's constrained maintenance environment.

**WHEREAS**, BART will need to overhaul much of its aging system over the coming years and significantly increase the amount of maintenance it performs on the system to replace and upgrade much of the existing system.

**WHEREAS**, given the constraints imposed by the existing system and maintenance procedures, as well as the significant outstanding maintenance need, BART uses late nights and early mornings to perform essential maintenance that cannot be performed during revenue service hours.

**WHEREAS**, BART will need to ensure that it has invested sufficiently in maintenance infrastructure and optimized its maintenance protocols to efficiently and cost-effectively perform the significant amounts of additional maintenance required.

**WHEREAS**, maintenance demands are growing simultaneous to public demand for enhanced late-night service.

**WHEREAS**, the San Francisco All-Night Transportation Working Group recently released a report on February 23, 2015, presented to the Board today, that called on BART to produce a comprehensive white paper detailing the current constraints to running trains late at night and/or early morning, and lays out what improvements must be made to the existing system – short of building a second transbay tube – that would allow late night and/or early morning service.

**WHEREAS**, both the need to perform significantly more maintenance and the desire to improve late night and/or early morning transit options demand a better understanding of the infrastructure investments and maintenance protocol efficiencies that will improve maintenance during revenue and non-revenue hours.

**THEREFORE BE IT RESOLVED**, that the Board acknowledges that given the constraints of current infrastructure and maintenance procedures it is not feasible to run trains late night and/or early morning.

**THEREFORE BE IT RESOLVED**, that the Board acknowledges that given BART's current maintenance backlog, BART should invest not only in maintenance but also in the infrastructure and procedures which will allow such maintenance to be performed as efficiently and cost-effectively as possible, with the minimal possible impact to riders.

**THEREFORE BE IT RESOLVED**, that the Board supports the production of a comprehensive report examining in detail the infrastructure investments and process changes that could generate significant efficiencies in how maintenance is conducted during revenue and non-revenue hours.

The report should include:

- a. An overview of why BART must perform so much of its maintenance during revenue and non-revenue hours.
- b. An analysis of potential infrastructure investments and process improvements that could:
  - i. achieve more efficient use of non-revenue hours to perform maintenance, and
  - ii. shift some of the work that is done during non-revenue hours to be performed during revenue service;
- c. An estimate of the investments needed and benefits achieved for the potential infrastructure investments and process improvements discussed in item b. above, as well as the likely implementation timeline.

**THEREFORE BE IT RESOLVED**, that upon completion of the study, staff shall present to the Board any additional requests to implement any conclusions of this study, or conduct further analyses if needed.

**THEREFORE BE IT RESOLVED**, that the Board supports the production of the above report in time to influence the investment plan for any future revenue measure.

Adopted April \_\_\_\_\_, 2015

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

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MEMORANDUM

**TO:** Board of Directors **DATE:** April 17, 2015  
**FROM:** Director, District 7  
**SUBJECT:** Get To Know Your Director Campaign

At the April 23, 2015 meeting of the Board of Directors, I intend to solicit Board preference on whether to proceed with a “Get to Know Your Director” advertisement campaign. The intent of this advertisement campaign is to better-inform the public about the fact that they are represented by an elected Board of Directors, as well as to inform them about who their BART Director is.

**Operationalization**

The advertisement campaign would consist of both car cards and the use of platform advertisement space (called 2-sheets). Because our customers travel to and from various locations throughout the BART system, thereby transcending across our individual district boundaries, the car cards for each Director would be evenly distributed throughout the system’s fleet (i.e., they would not be line or yard-oriented). 2-sheets at the different BART stations, on the other hand, would solely highlight the Director(s) who represent(s) the particular station.

The information contained in these advertisements would be generic in nature and topically consistent for all Directors. Examples of possible information include the year that the Director was first elected, a geographic description of their district, the stations they represent, their occupation, and their academic credentials. The [BoardOfDirectors@bart.gov](mailto:BoardOfDirectors@bart.gov) email address for contacting the Director(s) would also be listed.

**Costs**

In January 2014, staff produced the attached memo to the Board that detailed the potential costs of this effort. Because the District has set-aside space for both 2-sheets and car card advertising, the advertisement space would be of no expense to the District. The main expenses would include between 20 and 30 hours of staff time to produce the advertisement designs and the hard costs detailed below:

New Photography for Headshots ( <u>optional</u> ) .....	\$2,000
Printing (including pre-press and set-up fees) .....	\$9,210

Of the 1,338 car cards and 228 2-sheets that the District has available as set aside each month, staff recommends that, should the Board pursue this effort, a total of 414 car cards and fifty 2-sheets be used. The above costs reflect these numbers.

**Other Considerations**

Listing the District's Directors' phone number on these advertisements as an additional method of contact was considered. It is recommended that this option not be included due to the potential for high call volumes that the District Secretary's Office may encounter, particularly at times of service delays. It is my understanding that the management and routing of email communications is less problematic.

I appreciate the Board's consideration of this proposal. Please feel welcome to contact me for any questions or clarification.



Zakhary Mallett

Attachment

**TO:** Director Zakhary Mallett  
**DATE:** January 3, 2014  
**FROM:** Kerry Hamill  
Assistant General Manager, Office of External Affairs  
**SUBJECT:** Get to Know Your Director Ad Campaign Proposal

The Office of External Affairs (OEA) has compiled a number of questions and answers in response to your request to institute a Director-specific ad campaign in BART stations, called "Get To Know Your Director" (GTKYD).

The campaign, as outlined, would need to circulate throughout the BART system. It would require the development of at least nine distinct ads - one for each Director. The number of distinct ads would likely be greater due to the stations assigned to multiple BART Directors. Staff resources would be needed to create ads, coordinate messaging with each Director, address situations where Directors share a common station, coordinate printing and delivery, and arrange placement on the BART system.

The ads would be placed in spots currently reserved for the District's advertising inventory.

All courtesy/customer communication campaigns are handled by the Communications Department. Examples of the awareness campaigns that this GTKYD would compete with include AB716 awareness, bike pilot communications, vinyl seat installation, and BART Police Department recruitment. The Marketing Department uses car cards and 2-sheets for ridership building campaigns such as BARTable, Holiday Shopping, Blue Sky campaign, Dump the Pump campaigns and for trade with partners.

For your consideration, the Office of External Affairs has created a list of answers to questions associated with this request so that you may have all relevant information as you further consider this idea.

**Q: What is the annual Communications Department budget? What is the annual Marketing Department budget?**

A: COMMUNICATIONS: FY 13 non-labor Communications budget was \$800,000

A: MARKETING DEPARTMENT: FY 13 non-labor Marketing budget was \$981,068.

Last year (Oct '12-Sept '13) BART received \$9.4 million in payments from Titan through our advertising contract. This year (Oct '13-Sept '13) BART will receive \$9.8 in payments from Titan.

**Q: How much of that budget is set aside for the district to do its own promotional activities about BART programs and policies? (Quantify cost in dollars and percentage of whole Marketing budget.)**

A: COMMUNICATIONS: \$30,000

A: MARKETING DEPARTMENT: In FY 13 the only Marketing budget set aside for promoting BART programs and policies was for the Blue Sky Celebration car cards and 2-sheets. Printing costs for these was \$3,329.93. Design cost was \$2,800. The total cost: \$6,129.93 equals .6% of the Marketing Department budget.

Note: Design and printing of car cards and 2-sheets posted as part of promotional partnerships are paid for by partners, not BART Marketing Department.

**Q: What are examples of programs and policies that we are currently using in advertising space?**

A: See Table 1 below.

**Q: Should the campaign that Director Mallett outlined become a reality and it was taken to scale and all directors participated, how much of our District advertising space would be used up?**

A: Advertising campaigns are scalable. The more car cards and 2-sheets the directors request, the more advertising space would be taken up.

Per the Titan advertising contract, 10% of advertising space on BART trains and in stations is “set-aside” for BART use each month. This totals 1,338 car cards and 228 2-sheets.

A campaign of 46 car cards per director (total of 414 car cards) would use 31% of our set-aside advertising space per month. Fifty 2-sheets to cover all stations, including multiple placements at stations represented by multiple directors would use 22% of our set-aside advertising space per month.

Rate card value (what Titan would charge an outside advertiser) of a campaign of this size is \$105,600 per month.

Note: Downtown SF stations frequently do not have 2-sheet availability due to paid advertisers purchasing a “station saturation” and using all available placements.

**Q: What would be the cost to design and print nine different car card executions and multiple 2-sheet executions (9 individual directors, plus a 2-director execution and a 3-director execution)**

A: COMMUNICATIONS: Photography (not all directors have a current head shot) \$2000 per day (includes shoot, computer time, and re-touching); Design and pre-press \$1300; Printing \$30 set up fee per art file (9x\$30=\$270 set up fee) \$10 per card (using above example of 46 car cards)

per director, totaling 414 car cards= \$4140). Total from car cards= \$7710. Two sheets= about \$70 per 2 sheet (using example from above of fifty 2-sheets = \$3500. Grand total from car card and 2-sheet= \$11,210.

**Q: How much staff time would be required?**

A: COMMUNICATIONS: 20 hours (labor rate FTE \$119.00 per hour)

A: MARKETING DEPARTMENT: Marketing Department staff time would be minimal: 1-2 hours to reserve space and confirm posting of ads.

**Q: How long would a district wide campaign take to design and implement**

A: COMMUNICATIONS: Photography, design, and approval process= 3.5 weeks. Printing and delivery= 10 working days from final approved art work.

A: MARKETING DEPARTMENT: Car cards and 2-sheets are posted 2-weeks after being received by Titan.

Director Mallett, I also want you to be aware of an ongoing Communications Department initiative which might meet some of the goals associated with the “Get To Know Your Director” idea. The campaign is titled: *"Make Your Voice Heard,"* and it endeavors to educate the public about various mechanisms available at BART which allow for public input on programs and policies. One of the car cards specifically highlights the Board of Directors and tells passengers how to communicate with Board members. The "Make Your Voice Heard" initiative will continue in order to increase the public's awareness of the Board of Directors. Please find attached the car card which will continue to be posted in train cars.

**Table 1 Advertising Campaigns – Fiscal Year 2013**

<b>Campaign Name</b>	<b>Department</b>
BART to SFO 10th Anniversary	Communications
AB 716 Law Posters	Communications
BART Bikes Pilot #2	Communications
Police Recruiting	Communications
Courtesy - Disabled Seats	Communications
Employee Recognition	Communications
BART 40th Anniversary	Communications
BART Art Poster Program #2	Communications
BART Bike Pilot #1	Communications
BART Art Poster Program #1	Communications
	M&R and
BART Vinyl Seats #2	Comm
BART Vinyl Seats #1	M&R and

Comm

Clipper Connections	Mkt & Research
BART Dump the Pump	Mkt & Research
BART Blue Sky Celebration	Mkt & Research

**NOTE: The following campaigns were part of co-promotions negotiated by BART Marketing that returned value to BART. All design and printing were done by BART's promotional partners at no cost to BART**

Asian Heritage Street Celebration	Mkt & Research
Comcast Sportsnet - Baseball	Mkt & Research
Dine About Town - Summer	Mkt & Research
SFO - Summer	Mkt & Research
"B" Bus	Mkt & Research
Comcast Sportsnet - Basketball	Mkt & Research
SFO - Winter (Holiday)	Mkt & Research
Dine About Town - Winter	Mkt & Research
BART Blue Sky Winners	Mkt & Research
Comcast Spotlight	Mkt & Research
Comcast Sportsnet - Baseball	Mkt & Research
Oakland A's	Mkt & Research

CC: Board of Directors  
Board Appointed Officers  
General Manager  
Deputy General Manager  
Department Manager, Marketing and Research