

AGENDA ITEM 8-A
ACTION ITEM

TO: CHAIRMAN ZIMMERMAN AND THE VRE OPERATIONS BOARD

FROM: DALE ZEHNER

DATE: OCTOBER 16, 2009

**RE: AUTHORIZATION TO AWARD A CONTRACT FOR THE VRE
ELECTRONIC NEWSLETTER**

RECOMMENDATION:

The VRE Operations Board is being asked to authorize the Chief Executive Officer to award a contract for the VRE electronic newsletter to TransitTalk, LLC in an amount not to exceed \$60,000 over a five year period.

BACKGROUND:

Train Talk, VRE's email announcement system, is an essential tool that provides VRE passengers with the latest information on VRE service. The emails provide passengers real-time information during major service disruptions as well as information on safety, courtesy, possible weather related issues, policy changes and other information that might affect one's commute. Information can be sent to a passenger's home, work and/or mobile device and can be systemwide, line or train specific. Train Talk has proven to be VRE's most successful method for disseminating information to passengers and is an indispensable customer service tool.

VRE's existing contract for these services expires in January of 2010. As such, on August 14, 2009, VRE issued a Request for Proposals. Two proposals were received on September 18, although only one was deemed responsive. Following evaluation committee review and negotiations, a recommendation for award is being made to TransitTalk, LLC of Atlanta, Georgia.

The contract will be for five years, a base year plus four option years, with the CEO exercising the option years at his discretion. The base year includes upgrades requested as part of the RFP as well as annual maintenance, archiving, communications infrastructure and personnel support. Upgrades include a passenger vacation deferral setting and additional rider preference options. The option years continue the annual maintenance, archiving, communications infrastructure and personnel support.

FISCAL IMPACT:

Funding is included in the Customer Communications portion of the Operating budget. The new contract reflects an annual cost reduction of \$3,000 as compared to the existing contract.

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FROM: DALE ZEHNER
DATE: OCTOBER 16, 2009
RE: AUTHORIZATION TO AWARD A CONTRACT FOR THE VRE ELECTRONIC NEWSLETTER

**RESOLUTION
8A-10-2009
OF THE
VIRGINIA RAILWAY EXPRESS
OPERATIONS BOARD**

WHEREAS, Train Talk, VRE's email announcement system, is an essential tool that provides VRE passengers with the latest information on VRE service; and,

WHEREAS, through a competitive procurement, VRE sought eligible contractors to continue this service; and,

WHEREAS, enhancements to the existing system were included in the requirements for a new system; and,

WHEREAS, proposals were received on September 18, 2009.

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board authorizes the Chief Executive Officer to award a contract to TransitTalk, LLC in an amount not to exceed \$60,000 over a five year period.