

**AGENDA ITEM 8-E**  
**ACTION ITEM**

**TO: CHAIRMAN ZIMMERMAN AND THE VRE OPERATIONS BOARD**

**FROM: DALE ZEHNER**

**DATE: APRIL 17, 2009**

**RE: AUTHORIZATION TO EXERCISE MARKETING CONTRACT  
OPTION**

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**RECOMMENDATION:**

The VRE Operations Board is being asked to authorize the Chief Executive Officer to exercise the third option term of the marketing contract with Williams Whittle Associates. Authorization is being sought in the amount of \$450,000, plus a \$117,000 option, for a total amount not to exceed \$567,000 during the first year of the two year term. Spending authority for the second year of the two year term will be requested in 2010.

**BACKGROUND:**

In May of 2004, the Operations Board approved a marketing, advertising and public relations contract with Williams Whittle Associates of Alexandria, Virginia. The contract terms included a three year base contract plus two, two-year option terms. Since that time, two of the three contract terms (for a total of five of seven possible years) have been executed. The current term is set to expire on June 30, 2009.

The first four contract years were executed in the amount of \$450,000. Last year, the contract amount was raised to \$550,000 to include a radio and print campaign. This year, due to budget constraints, the contract value will return to \$450,000 and include re-printing of schedules, posters, Rider's Guides, and brochures. No advertising campaigns are scheduled for FY 2010.

An optional amount of \$117,000 is also being requested at this time for a safety and security advertising campaign for which grant funding is pending. The \$117,000 grant from the Department of Homeland Security would be used to develop and produce materials to educate passengers on safety and security issues related to railroad travel. Approval for this grant application was received as part of the FY 2010 budget process. Grant award is expected this fall. If the funding is not received for any reason, the option will not be exercised.

**FISCAL IMPACT**

This contract is funded through the marketing line item of the FY 2009 and FY 2010 VRE operating budgets.

**TO: CHAIRMAN ZIMMERMAN AND THE VRE OPERATIONS BOARD**  
**FROM: DALE ZEHNER**  
**DATE: APRIL 17, 2009**  
**RE: AUTHORIZATION TO EXERCISE MARKETING CONTRACT**  
**OPTION YEAR**

**RESOLUTION**  
**8E-04-2009**  
**OF THE**  
**VIRGINIA RAILWAY EXPRESS**  
**OPERATIONS BOARD**

**WHEREAS**, in May of 2004, the Operations Board approved a marketing, advertising and public relations contract with Williams Whittle Associates; and,

**WHEREAS**, since that time, two of the three contract terms have been executed, with the current option term to expire on June 30, 2009; and,

**WHEREAS**, work will include the re-printing of schedules, posters, Rider's Guides, and brochures; and,

**WHEREAS**, an optional amount of \$117,000 is also being requested at this time for a safety and security advertising campaign for which grant funding is pending.

**NOW, THEREFORE, BE IT RESOLVED THAT**, the VRE Operations Board authorizes the Chief Executive Officer to exercise the third option term of the marketing contract with Williams Whittle Associates.

**BE IT FURTHER RESOLVED THAT**, authorization is being sought in the amount of \$450,000, plus a \$117,000 option, for a total amount not to exceed \$567,000 during the first year of the two year term.