

**AGENDA ITEM 8-B**  
**ACTION ITEM**

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

**FROM: DALE ZEHNER**

**DATE: FEBRUARY 20, 2009**

**RE: AUTHORIZATION TO SOLICIT PROPOSALS FOR MOBILE WEBSITE DEVELOPMENT**

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**RECOMMENDATION:**

The VRE Operations Board is being asked to authorize the Chief Executive Officer to issue a solicitation for mobile website development.

**BACKGROUND:**

Market research indicates that mobile web browsing will become a dominant internet platform in the near future. For consumer-driven companies such as VRE, the ability to provide information to passengers via Blackberry, PDA's, etc. has become a reality. In fact, passengers regularly write to VRE seeking this service.

Mobile web pages scale down the content of a website by removing high resolution graphics, such as pictures, leaving behind the most important, and most used, customer needed content. As VRE does not currently have mobile web pages, passengers cannot efficiently access service information, such as the Rail Time map, on their mobile devices. The development of mobile web pages will allow VRE to improve accessibility to current passengers as well as appeal to new riders.

Authorization is being sought for a three-year contract, with two one-year renewable options. Following the solicitation, a recommendation for award will be brought back to the Operations Board for action.

**FISCAL IMPACT:**

There is no fiscal impact associated with issuing this solicitation. Funding for the project once implemented will come from the web site line item of the Customer Communications Operating budget.

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**FROM: DALE ZEHNER**  
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**RESOLUTION  
8B-02-2009  
OF THE  
VIRGINIA RAILWAY EXPRESS  
OPERATIONS BOARD**

**WHEREAS**, market research indicates that mobile web browsing will become a dominant internet platform in the near future; and,

**WHEREAS**, VRE does not currently have mobile web pages and passengers cannot efficiently access service information, such as the Rail Time map, on their mobile devices; and,

**WHEREAS**, the development of mobile web pages will allow VRE to improve accessibility to current passengers as well as appeal to new riders.

**NOW, THEREFORE, BE IT RESOLVED THAT**, the VRE Operations authorizes the Chief Executive Officer to issue a solicitation for mobile website development.