

# **ATTACHMENT P.2**

## **SCOPE OF WORK**



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## 1. OVERVIEW

- A. Train Talk is VRE's current method for disseminating vital information to its riders via e-mail, such as the latest information on schedule changes, service disruptions, or other VRE news.
- B. Riders can sign up for this service to have e-mail sent to their home, work or mobile devices as soon as VRE has information that needs to be made available to the public. The most important aspect of the electronic newsletter is its ability to provide real-time communication to passengers during major service disruptions.
- C. To continue consistency with ridership, VRE will retain the name "Train Talk" for the electronic notification system.

## 2. GENERAL REQUIREMENTS

- A. The Contractor shall create and implement a subscription based service where each subscriber can manage or customize their own accounts based on how they want to receive information.
- B. Users shall have the ability to register for a subscription using a simple step by step process and the manageable contents of each account shall include, but not be limited to the following:
  - 1. Choice of train line (either Manassas or Fredericksburg or both).
  - 2. Choice of train number.
  - 3. Choice of origin and destination stations.
  - 4. Opportunity to opt out of the Freedom of Information Act inquiries.
  - 5. Ability to enter multiple email addresses.
  - 6. Ability to choose how the email messages will be received (web based HTML or plain text or short message).
  - 7. Option to receive messages based on a time frame, i.e., weekly, specific day of the week, specified hours or all day.



8. Option to receive automatic reminders, Newsletter format notifications, Elevator notifications, Monthly Passholder notifications, or notifications for passengers with disabilities, notifications to our Rider Advisory Council, or the option to receive a copy of VRE's Daily Download.
  9. Ability to unsubscribe and discontinue all newsletter and notifications to any or all of the subscriber's contact addresses.
  10. Option to re-subscribe by logging in with a primary e-mail address and password in order to activate the contact address or addresses.
  11. Ability to suspend notifications while on vacation.
- C. VRE staff shall have the ability to administer all subscriber accounts and all accounts shall be able to be searched via the subscriber's login ID, first and last name, and contact address.
  - D. VRE staff shall have the ability to place certain subscribers into Private groups.
  - E. An RSS feed option shall be available to allow VRE's electronic newsletter to go directly to Facebook and Twitter.
  - F. VRE staff shall have the option to provide major updates which will start sending the new information from the beginning of the subscriber list, and minor updates which will simply send the new information to those who have yet to receive the original email message.
  - G. The electronic newsletter service shall automatically track the number of subscribers, the number of email addresses in the database, and the number of people per preference specified by each subscriber. This information shall be able to be accessed by VRE staff.

### 3. **PUBLIC DISPLAY FORMATS**

The electronic newsletter shall be presented to the public in the following two (2) formats:

- A. The **operational format** shall allow VRE staff to enter longer messages that can be emailed to subscribers with a shorter one-hundred (100) character message that can be sent to mobile devices. In this format, any number prefixed by a carat (^) shall be able to have that carat replaced with train departure information that corresponds with that number.



1. The operational format shall have the ability to be sent to different groups and to add more than one group list. The group list to choose from shall consist of the following:
    - a) Each line;
    - b) Individual stations;
    - c) VRE riders;
    - d) Riders who have signed up to receive elevator notifications;
    - e) Monthly passholder notifications;
    - f) Daily Download notifications;
    - g) Rider Advisory Council notifications;
    - h) Notifications for passengers with disabilities; and
    - i) Private groups.
  2. Operational messages shall be able to be saved as a draft or published, be able to be cancelled once sent, and have a spell check feature.
- B. The **newsletter format** shall allow VRE staff to create an extended informational electronic newsletter where individual articles in different fonts and colors as well as pictures could be included. A spell check feature shall be included.

