To: Chairman Milde and the VRE Operations Board

From: Doug Allen

Date: May 16, 2014

Re: Authorization to Execute an Amendment to the Marketing, Advertising and Public Affairs Services Contract

Recommendation:

The VRE Operations Board is being asked to authorize the Chief Executive Officer to execute a contract amendment with Sparky’s Garage of Leesburg, Virginia in the amount of $50,000, for the period July 1 – September 30, 2014, for the marketing, advertising and public affairs services contract, for a total contract value not to exceed $550,000. Funding will be used to print pocket schedules, rider guides, brochures, posters or other collateral materials.

Background:

In May of 2011, the Operations Board authorized VRE to enter into a contract with Sparky’s Garage of Leesburg, Virginia for marketing, advertising and public relations services, following a competitive procurement. The authorization was for a three year base contract plus two, two-year renewable options. The initial authorization was for $350,000 for the first year of services. An additional authorization in the amount of $150,000 was approved by the Operations Board in September 2013 for a total contract value of $500,000 through the end of the original three year base period to June 30, 2014.

Because VRE’s need for marketing services has evolved over the last three years, VRE staff has received Board approval to issue a RFP for a revised scope of services, rather than exercise the first option period under the current agreement. However,
a new contract for marketing, advertising and public relations will not be effective prior to October 1, 2014. Board authorization would be for continued services with Sparky's Garage during the interim. Staff is requesting up to an additional $50,000 for the period July 1 – September 30, 2014.

**Fiscal Impact:**

Funding is provided for in the FY 2015 operating budget.
Virginia Railway Express
Operations Board

Resolution
8F-05-2014

Authorization to Execute an Amendment to the Marketing,
Advertising and Public Affairs Services Contract

WHEREAS, in May of 2011, the Operations Board approved a marketing, advertising and public relations contract with Sparky's Garage for a three year term beginning July 1, 2011 with costs of up to $350,000 for the first year of this term; and,

WHEREAS, an additional authorization in the amount of $150,000 was approved by the Board for a total contract value of $500,000 through the end of the original three year base period; and,

WHEREAS, staff is requesting continued spending authority of up to an additional $50,000 for the time period July 1 – September 30, 2014 to continue marketing related services during the time staff is soliciting new competitive proposals for services.

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board is being asked to authorize the Chief Executive Officer to execute a contract amendment with Sparky's Garage of Leesburg, Virginia in the amount of $50,000, for a total contract value not to exceed $550,000 for marketing, advertising and public relations services.

Approved this 16th day of May 2014

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Paul Milde
Chairman

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Gary Skinner
Secretary