Agenda Item 9-A  
Consent Item

To: Chair Cristol and the VRE Operations Board  
From: Doug Allen  
Date: January 18, 2019  
Re: Authorization to Issue a Task Order for Digital Advertising Campaign Management

Recommendation:

The VRE Operations Board is asked to authorize the Chief Executive Officer to issue a Task Order to Pulsar Advertising, Inc. for Digital Advertising Campaign Management in the amount of $150,000, plus a 10% contingency of $15,000, for a total not to exceed $165,000.

Summary:

Pulsar Advertising, Inc. will manage advertising campaigns with Google, Facebook, LinkedIn, digital audio and Waze on behalf of VRE through November 2019.

Background:

Under the Marketing and Advertising Services and Website Design contract, Pulsar will manage a monthly direct cost budget of $10,800 for advertising on digital platforms. The digital ads will promote the following VRE objectives:

- VRE as an alternative during the summer 2019 Metro shutdown,
- encouraging existing riders to download and use the VRE Mobile app.,
- VRE as an alternative during I-66 construction.

The advertising will also support other general external communication efforts.
The Scope of Services for this Task Order includes digital advertising account management and monthly reporting. Pulsar's Digital Advertising Subject Matter Expert will ensure campaigns are reaching the desired audiences and are optimized to maximize the advertising dollars.

**Fiscal Impact:**

The FY 2019 and FY 2020 operating budgets for Marketing – Media Advertising and Marketing – Marketing Production Costs includes funding for this activity.
Virginia Railway Express
Operations Board

Resolution
9A-01-2019

Authorization to Issue a Task Order for
Digital Advertising Campaign Management

WHEREAS, VRE has the need to reach current and potential riders with targeted messages encouraging VRE Mobile download and using VRE during the upcoming Metro shutdown and I-66 construction; and,

WHEREAS, Pulsar’s Digital Advertising Subject Matter Expert will ensure proper and efficient ad spend on Google, Facebook, LinkedIn, digital audio and Waze; and,

WHEREAS, the FY 2019 and FY 2020 operating budgets for Marketing – Media Advertising and Marketing – Marketing Production Costs includes funding for this activity;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to issue a Task Order to Pulsar Advertising, Inc. for Digital Advertising Campaign Management in the amount of $150,000, plus a 10% contingency of $15,000, for a total not to exceed $165,000.

Approved this 18th day of January 2019

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Katie Cristol
Chair

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John Cook
Secretary
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Agenda Item 10-A
Action Item

To: Chair Cristol and the VRE Operations Board

From: Doug Allen

Date: January 18, 2019

Re: Authorization to Issue a GEC VII Task Order for Design Services for Alexandria Station Improvements

Recommendation:

The VRE Operations Board is asked to authorize the Chief Executive Officer to issue a GEC VII Task Order to HDR Engineering, Inc. for Design Services: Alexandria Station Improvements in the amount of $812,000, plus a 10% contingency of $81,200, for a total not to exceed $893,200.

Summary:

The Alexandria Station Improvements project will remove the existing at-grade pedestrian crossing of two tracks and construct major renovations of platforms to provide ADA-compliant access to both the station (west) platform and the center (east) platform. The scope of services for this task order covers the design of these improvements.

Background:

Alexandria Union Station, which serves both VRE and Amtrak trains, requires significant investment to improve passenger safety and accessibility as well as operational flexibility. VRE has three primary objectives at Alexandria: 1) eliminate the existing at-grade crossing while ensuring safe and ADA-compliant access to the center platform; 2) modify both the center and station platform heights to achieve FRA- and CSXT-required clearances, meet
ADA requirements, and eliminate the need for step boxes; and 3) allow passenger trains to serve the station on any of three tracks.

The original Alexandria Station Pedestrian Tunnel project planned to achieve the objective of eliminating the at-grade pedestrian crossing by constructing a new pedestrian tunnel underneath the rail right-of-way, parallel to the existing century-old tunnel. This new tunnel would also have connected to an existing knockout panel in the King Street Metrorail station, providing a secondary benefit by shortening the walk distance between the two stations by approximately 300 feet.

After a detailed review of alternative concepts and consultation with stakeholders, VRE has rescoped its efforts at the station, and the project is now known as the Alexandria Station Improvements project. Instead of constructing a new tunnel, the existing tunnel – which is structurally sound and meets ADA requirements – will be retrofitted with elevators at each end. A modified concept for the center platform has also been designed that better addresses the varying track bed heights. The three primary objectives noted above will still be met in full, and a future pedestrian connection to Metrorail will not be precluded.

The most significant challenge associated with constructing a new tunnel is the requirement to keep three tracks in service at all times, which then requires the construction of a fourth track as part of the effort. VRE believes it is better to move ahead with the rescoped project to achieve the primary objectives, and then revisit the options for a tunnel connection to Metrorail in conjunction with the Atlantic Gateway AF-to-RO fourth track project.

The Scope of Services for this task order includes design of two new elevators to access the existing pedestrian tunnel, from the station platform and the center platform; reconstruction of the center platform to improve compliance with ADA requirements and to widen it to the east to improve passenger access to trains on Track 1; and modifications to the station platform to improve compliance with ADA requirements.

In July 2015, the VRE Operations Board authorized execution of contracts with prime and alternate GEC-VII consultants for a series of seven task areas to provide on-call engineering and construction support services. STV Incorporated (STV) was awarded the prime consultant contract under GEC-VII for Program Area C – Design Services: Passenger Facilities, and HDR Engineering, Inc. (HDR) was awarded the alternate consultant contract. STV was presented a request for proposal for this Task Order and respectfully declined to submit a proposal due to their existing regional commitments to VRE. HDR, as the alternate, was then requested to offer a proposal for GEC VII: Task Order 41.

HDR Inc. has presented a proposal to perform these services in the amount of $812,000. VRE staff has compared the proposal to the independent cost estimate and deems the cost to be fair and reasonable based on the level of effort required to perform the services. A cost/price analysis has been prepared and is included in the contract file.
Fiscal Impact:

VRE’s planning and design efforts to date for the Alexandria Station have primarily been supported by FHWA Section 130 (Railway-Highway Crossings Program) funds received through a Locally Administered Project (LAP) grant with VDOT. VDOT has recently indicated it wishes to transition the administration of the remaining Section 130 funds over to DRPT. DRPT currently intends to consolidate the remaining Section 130 funds with the SMART SCALE funding VRE has been allocated for Alexandria Station (as one component of the broader Fredericksburg Line Capacity Expansion project) into a single grant agreement. The GEC design task order will ultimately be funded under this new grant agreement, and DRPT has committed to ensuring there are no gaps in funding eligibility as the transition occurs.

VRE was also allocated $1.3 million of funding from the Northern Virginia Transportation Authority (NVTA) specifically for the pedestrian tunnel connection to the King Street Metrorail Station. Given the rescoping of the project described above, VRE and NVTA staff have jointly agreed the Standard Project Agreement (SPA) that was executed for that funding should be terminated. VRE is in the process of finalizing the termination of the SPA and will refund to NVTA the small amount of funding already received under the SPA.
Virginia Railway Express
Operations Board

Resolution
10A-01-2019

Authorization to Issue a GEC-VII Task Order for Design Services for Alexandria Station Improvements

WHEREAS, an Alexandria Pedestrian Tunnel Project, which included construction of a new tunnel parallel to the existing tunnel, as well as other improvements, had been pursued by VRE and it has been rescoped and renamed; and,

WHEREAS, given the rescoping of the project described above, VRE and Northern Virginia Transportation Authority staff have jointly agreed the Standard Project Agreement that was executed for $1.3 million in funding specifically for the pedestrian tunnel connection to the King Street Metrorail Station should be terminated; and,

WHEREAS, the Alexandria Station Improvements will be designed and built to eliminate the at-grade crossing between the station platform and the center platform, improve passenger access to Track 1 and provide ADA compliant access on the platforms; and,

WHEREAS, design of the Alexandria Station Improvements will be undertaken to provide two (2) new elevators; and widen the center platform to improve passenger access to trains on Track 1, all while maintaining train operations on all tracks with minimal disruption; and,

WHEREAS, consultant design services are necessary to advance the project towards construction; and,

WHEREAS, the VRE Operations Board authorized execution of the General Engineering Consulting Services contracts (GEC VII) in July 2015 and HDR Engineering, Inc. was subsequently awarded the alternate consultant contract for Program Area C – Design Services: Passenger Facilities; and,

WHEREAS, HDR Engineering, Inc. has presented an acceptable proposal to perform said services;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to issue a GEC VII Task Order to HDR Engineering, Inc. for Design Services for the Alexandria Station Improvements in the amount of $812,000, plus a 10% contingency of $81,200, for a total not to exceed $893,200; and,
Resolution 10A-01-2019 continued

BE IT FURTHER RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to terminate the Northern Virginia Transportation Authority Standard Project Agreement for $1.3 million for a pedestrian tunnel connection to the King Street Metrorail Station.

Approved this 18th day of January 2019

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Katie Cristol
Chairman

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John Cook
Secretary
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To: Chair Cristol and the VRE Operations Board

From: Doug Allen

Date: January 18, 2019

Re: Authorization to Execute a Microsoft Volume Licensing Agreement

Recommendation:
The VRE Operations Board is asked to authorize the Chief Executive Officer to execute an Agreement with Microsoft Corporation of Redmond, WA for Microsoft Volume Licensing in the amount of $584,535, plus a 10% contingency of $58,454, for a total amount not to exceed $642,989 for a period of three years.

Summary:
The current Volume Licensing Agreement for all Microsoft licensing expires in February 2019. This authorization allows VRE to execute an Agreement to provide licensing for the next three years from February 2019 to February 2022.

Background:
VRE currently uses Microsoft software for servers, workstations, as well as other applications and services. The Microsoft Volume Licensing Agreement provides multiple Microsoft product licenses and software assurances for VRE without the need to purchase multiple copies of software media and documentation that is provided with the software. The Microsoft Volume Licensing Agreement allows VRE to maintain proper licensing for all Microsoft products.
Additionally, the Microsoft Volume Licensing Agreement will provide the mechanism required to utilize Microsoft Azure cloud-based services as VRE moves towards a hybrid cloud infrastructure to provide increased innovation, resiliency, and disaster preparedness.

The Microsoft Volume Licensing Agreement is being procured through a Virginia Information Technologies Agency (VITA) statewide contract (VA-131017-SHI). Statewide contracts are compliant with the Virginia Public Procurement Act (VPPA) and legislative requirements and can be utilized by all public bodies in the Commonwealth of Virginia to obtain favorable pricing by leveraging the Commonwealth’s buying power.

**Fiscal Impact:**

The FY 2019 and FY 2020 operating budgets for Information Technology – Software Licensing and Maintenance includes funding for this activity. Funding for future years will be included in each proposed annual operating budget.
Virginia Railway Express
Operations Board

Resolution
10B-01-2019

Authorization to Execute a Microsoft Volume Licensing Agreement

WHEREAS, Microsoft software products and a hybrid cloud infrastructure are necessary for increased innovation, resiliency, and disaster preparedness; and,

WHEREAS, the Microsoft Volume Licensing Agreement will provide the mechanism that is required to utilize Microsoft software products and Azure cloud-based services;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to execute an agreement with the Microsoft Corporation of Redmond, WA, for Microsoft Volume licensing in the amount of $584,535, plus a 10% contingency of $58,454, for a total amount not to exceed $642,989, for a period of three years.

Approved this 18th day of January 2019

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Katie Cristol
Chair

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John Cook
Secretary
To: Chair Cristol and the VRE Operations Board  
From: Doug Allen  
Date: January 18, 2019  
Re: Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the I-66 Mobility Education Campaign and Transportation Demand Management Project

Recommendation:

The VRE Operations Board is asked to support and endorse the application by Prince William County to the Northern Virginia Transportation Commission (NVTC) Fiscal Year (FY) 2020 I-66 Commuter Choice program for the I-66 Mobility Education Campaign and Transportation Demand Management project.

Summary:

Prince William County submitted an application for the I-66 Mobility Education Campaign and Transportation Demand Management Project to the NVTC I-66 Commuter Choice Program for FY 2020 funding consideration. If selected for funding, Prince William County will create a transportation demand management (TDM) program targeting commuters along the I-66 corridor that will provide awareness of alternative non-Single Occupancy Vehicle (SOV) mobility options, including VRE service, for Prince William County residents and other commuters in the region. The County is asking the VRE Operations Board for their support and endorsement of this application.
**Background:**

The I-66 Commuter Choice Program allocates toll revenues generated from I-66 inside the Beltway for capital and operating projects submitted by jurisdictions and public transportation providers in Virginia Planning District 8. The Program goals are to move more people, enhance transportation connectivity, improve transit service, reduce roadway congestion, and increase travel options to benefit the users of the portion of I-66 beginning at the Beltway and ending at U.S. Route 29 in the Rosslyn area of Arlington County, VA. NVTC issued a Call for Projects in November 2018 to solicit multimodal projects from eligible jurisdictions and transit service providers that can achieve the program goals and benefit toll users.

Prince William County applied for the development and implementation of a TDM marketing and education campaign that will provide awareness of alternative I-66 corridor non-SOV mobility options. The campaign will target Prince William County residents but will be produced in a way that can be used by the entire region. The project will benefit the toll payers by reducing the number of SOVs on I-66, inside the Capital Beltway, and increasing the use of other transportation alternatives. The campaign includes providing information and creating awareness for VRE's Manassas Line Improvement Project, including the Broad Run Expansion Project. This project complements the VRE Manassas Line Improvement Project by informing and targeting commuters along the I-66 corridor.

**Fiscal Impact:**

There is no fiscal impact.
Virginia Railway Express
Operations Board

Resolution
10C-01-2019

Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the I-66 Mobility Education Campaign and Transportation Demand Management Project

WHEREAS, the Northern Virginia Transportation Commission (NVTC) has issued a Call for Projects for consideration for funding with expected Fiscal Year (FY) 2020 I-66 Inside the Beltway toll revenues available through the I-66 Commuter Choice Program; and,

WHEREAS, Prince William County submitted an application for the I-66 Mobility Education Campaign and Transportation Demand Management Project for I-66 Commuter Choice Program funding consideration.; and,

WHEREAS, if selected for funding, Prince William County will create a transportation demand management program (TDM) targeting commuters along the I-66 corridor that will provide awareness of alternative I-66 mobility options to Prince William County residents and other commuters in the region; and,

WHEREAS, I-66 Mobility Education Campaign and TDM Project complements the VRE Broad Run Expansion Project by informing and targeting commuters along the I-66 corridor of alternatives to single occupancy vehicle trips;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby support and endorse Prince William County’s FY 2020 I-66 Commuter Choice Program application for the I-66 Mobility Education Campaign and Transportation Demand Management Project.

Approved this 18th day of January 2019

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Katie Cristol
Chair

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John Cook
Secretary
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To: Chair Cristol and the VRE Operations Board

From: Doug Allen

Date: January 18, 2019

Re: Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the Residency Road Shared Use Path Project

Recommendation:

The VRE Operations Board is asked to support and endorse the application by Prince William County to the Northern Virginia Transportation Commission (NVTC) Fiscal Year (FY) 2020 I-66 Commuter Choice program for the Residency Road Shared Use Path Project.

Summary:

Prince William County submitted an application for the Residency Road Shared Use Path Project to the NVTC I-66 Commuter Choice Program for FY 2020 funding consideration. The project includes the design and construction of a 10-foot wide shared use path trail that will connect bicycle and pedestrian facilities on Route 28/Nokesville Road to the expanded VRE Broad Run Station parking lot, proposed at the end of Residency Road, north of the existing Broad Run Station and the Norfolk Southern railroad tracks. The County is asking the VRE Operations Board for their support and endorsement of this application.

Background:

The I-66 Commuter Choice Program allocates toll revenues generated from I-66 inside the Beltway for capital and operating projects submitted by jurisdictions and public transportation providers in Virginia Planning District 8. The Program goals are to move
more people, enhance transportation connectivity, improve transit service, reduce roadway congestion, and increase travel options to benefit the users of the portion of I-66 beginning at the Beltway and ending at U.S. Route 29 in the Rosslyn area of Arlington County, VA. NVTC issued a Call for Projects in November 2018 to solicit multimodal projects from eligible jurisdictions and transit service providers that can achieve the program goals and benefit toll users.

The shared use path trail will be located on the west side of Residency Road and will traverse the entire length of the roadway between the Route 28 intersection and the planned VRE parking lot (0.60 miles). This project complements the VRE Broad Run Expansion Project by providing multimodal access to the VRE Broad Run Station and bicycle and pedestrian trail facilities along Route 28 via this new off-road connection.

**Fiscal Impact:**

There is no fiscal impact.
Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the Residency Road Shared Use Path Project

WHEREAS, the Northern Virginia Transportation Commission (NVTC) issued a Call for Projects for consideration for funding with expected Fiscal Year (FY) 2020 I-66 Inside the Beltway toll revenues available through the I-66 Commuter Choice Program; and,

WHEREAS, Prince William County submitted an application for design and construction of a shared bicycle and pedestrian trail along Residency Road between Route 28/Nokesville Road and the VRE Broad Run Station for I-66 Commuter Choice Program funding consideration; and,

WHEREAS, if selected for funding, the project will enhance multimodal access to the VRE Broad Run Station and bicycle and pedestrian trail facilities along Route 28 via this new off-road connection;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby support and endorse Prince William County’s FY 2020 I-66 Commuter Choice Program application for the Residency Road Shared Use Path Project.

Approved this 18th day of January 2019

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Katie Cristol
Chair

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John Cook
Secretary
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To:        Chair Cristol and the VRE Operations Board  
From:      Doug Allen  
Date:      January 18, 2019  
Re:        Adoption of Changes to the 2019 VRE Operations Board Meeting Schedule

Recommendation:

VRE Operations Board is asked to adopt changes to the 2019 VRE Operations Board Meeting Schedule establishing a regular meeting to be held on July 19, 2019 and deleting the regular meeting that was to be held on August 16, 2019.

Summary:

This action will officially change VRE Operations Board meeting dates from August 16, 2019 to July 29, 2019 per the VRE Operations Board Bylaws.

Background:

The VRE Operations Board Bylaws permit the Operations Board to change the date, time or place of any regular meeting by resolution.

Because VRE Operations Board Members’ jurisdictions do not typically meet in the month of August, achieving a quorum for the August Operations Board meeting is not always possible and presents a potential detrimental postponement of VRE business throughout the months of July and August; therefore, in 2014, the Operations Board approved a change to the meeting schedule to add a regular meeting in July and delete the regular meeting in
August. This schedule change has become customary since that time; however, the Bylaws have not been changed to codify the schedule change.

Staff recommends the VRE Operations Board approve adding one regular meeting on July 19, 2019 and deleting the regular meeting that would be scheduled for August 16, 2019.

**Fiscal Impact:**

There is no fiscal impact associated with this action.
Virginia Railway Express
Operations Board

Resolution
10E-01-2019

Adoption of Changes to the 2019
VRE Operations Board Meeting Schedule

WHEREAS, per the Bylaws of the VRE Operations Board, meetings are held the third Friday of each month except July; and,

WHEREAS, VRE Operations Board Members’ jurisdictions do not typically meet in the month of August; and

WHEREAS, achieving a quorum for VRE Operations Board action in the month of August is not always possible; and,

WHEREAS, the potential exists for a detrimental postponement of VRE business throughout the months of July and August; and,

WHEREAS, the Bylaws of the VRE Operations Board state “Such changes to, deletion of, or addition of a regular meeting may be accomplished by adoption of a resolution changing, deleting or establishing a regular meeting date”;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby establish a regular meeting to be held on July 19, 2019 and deletes the regular meeting that was to be held on August 16, 2019.

Approved this 18th day of January 2019

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Katie Cristol
Chair

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John Cook
Secretary
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** 2019 VRE OPERATIONS BOARD CALENDAR  

** MEETING LOCATION:  
PRTC BOARDROOM  
14700 POTOMAC MILLS ROAD  
WOODBRIDGE, VA 22192  

<table>
<thead>
<tr>
<th>VRE OPS BOARD MEETING</th>
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<th>VRE OPS BOARD MEETING</th>
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<tbody>
<tr>
<td>JANUARY **  ♦</td>
<td>Jan. 18, 2019</td>
<td>9:00 am</td>
<td>JULY **  ♦</td>
<td>Jul. 19, 2019</td>
<td>9:00 am</td>
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<tr>
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<td>Feb. 15, 2019</td>
<td>9:00 am</td>
<td>AUGUST</td>
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<td>Mar. 15, 2019</td>
<td>9:00 am</td>
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<td>Sep. 20, 2019</td>
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<td>JUNE **  ∞  ♦</td>
<td>Jun. 21, 2019</td>
<td>9:00 am</td>
<td>DECEMBER **</td>
<td>Dec. 20, 2019</td>
<td>9:00 am</td>
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** Executive Committee @ 8:30 am  
∞ Capital Committee follows Board meeting adjournment  
† CEO Evaluation Committee @ TBD  
†† Audit Committee @ 8:45 am  
♦ Legislative Committee @ TBD
To: Chair Cristol and the VRE Operations Board  
From: Doug Allen  
Date: January 18, 2019  
Re: Spending Authority Report

On May 15, 2015, the VRE Operations Board approved increasing the Chief Executive Officer’s spending authority from $50,000 to $100,000. It was resolved any purchase of greater than $50,000 would be communicated to the Board as an information item.

- On December 17, 2018, VRE issued a Task Order in the amount of $79,565, to Vanasse Hangen Brustlin, Inc., to provide planning, reporting and project development on an as-needed basis to supplement staff capacity and capabilities under the General Planning Consulting Services Contract.

- On December 21, 2018, VRE executed a Horn Patent License Agreement in the amount of $99,425, to Siemens Mobility, Inc., for the right to utilize the horn sequencing software features required for PTC integrations with host railroads.

- On December 27, 2018, VRE issued a Blanket Purchase Order in the amount of $70,935, to JMA Rail Products, for brake shoes for VRE locomotives and railcars on an as-needed basis.