Agenda Item 8-B
Consent Item

To: Chair Cristol and the VRE Operations Board

From: Doug Allen

Date: July 19, 2019

Re: Authorization to Issue a Request for Proposals for an Email and Text Message Communication System

Recommendation:

The VRE Operations Board is asked to authorize the Chief Executive Officer to issue a Request for Proposals (RFP) for an Email and Text Message Communication System for a period of a base year and four option years.

Summary:

This resolution will authorize the solicitation for a communication system to disseminate service information to riders in the form of emails and text messages.

Background:

VRE currently provides the mass delivery of email and text messages for service alerts and VRE related messaging through a communication platform provided by Granicus, LLC. A competitive procurement for this service will enable VRE to evaluate the functionality and capabilities of other communication platforms available in the marketplace.

As determined in accordance with VRE Public Procurement Policies and Procedures, an Invitation for Bids (IFB) is neither practicable nor fiscally advantageous to VRE and an
RFP is the preferred method of procurement for this solicitation since there are different approaches to the desired service and an evaluation of technical merit is required. Upon completion of evaluation of proposals, negotiations will be conducted with the two highest ranked firms deemed to be fully qualified and best suited among those submitting Proposals, based on the factors specified in the evaluation criteria. Price will be considered in context of technical performance for this service to achieve a best value determination. After receipt of the best and final offer from the top-ranked firm, a cost analysis will be performed to compare the proposed cost with the independent cost estimate to determine if the proposed cost is fair and reasonable.

Upon receipt and evaluation of proposals, staff will return to the Operations Board for authorization to execute the contract.

**Fiscal Impact:**

There is no fiscal impact from issuing a Request for Proposal. The FY 2020 operating budget for ‘Rail Operations – Other Communications Costs’ includes $50,000 in funding for this service. Additional funding of $90,000 will be provided for in the Amended FY2020 budget presented in December 2019. Funding for future years will be included in each proposed annual budget.
WHEREAS, VRE utilizes a communication system to disseminate service information to riders in the form of emails and text messages; and,

WHEREAS, a competitive procurement for this service will enable VRE to evaluate the functionality and capabilities of other communication platforms available in the marketplace;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby acknowledge the determination made by the VRE Contract Administrator in accordance with the VRE Public Procurement Policies and Procedures that competitive bidding is not practicable, nor fiscally advantageous to VRE, and competitive negotiation is the appropriate method to procure this service; and,

BE IT FURTHER RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to issue a Request for Proposals for an Email and Text Message Communication System.

Approved this 19th day of July 2019

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Katie Cristol
Chair

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John Cook
Secretary