Agenda Item 9-F
Action Item

To: Chair Cristol and the VRE Operations Board
From: Doug Allen
Date: July 19, 2019
Re: Authorization to Amend the Purchase Order for Mass Electronic Communication Delivery System Utilization

Recommendation:
The VRE Operations Board is asked to authorize the Chief Executive Officer to amend the Purchase Order with Granicus, LLC of St. Paul, Minnesota, for utilization of its Mass Electronic Communication Delivery System from the current amount of $100,000 to an amount not to exceed $140,000.

Summary:
VRE currently uses Granicus’ communication platform to disseminate service information to riders in the form of emails, text messages, RSS data feeds, and social media updates (Facebook and Twitter).

Background:
In December 2018, VRE awarded a Purchase Order to Granicus in the amount of $66,664 to provide mass communication services for the term of one year with an allowance of up to 3.9 million text messages. Due to an increase in the number of messages VRE sent out over the last several months, the Purchase Order was amended to an amount not to exceed $100,000 in order to increase the available allowance of text messages by 3 million. The sustained high volume of messages sent throughout the Spring requires VRE increase the Purchase Order again.
To ensure riders continue to receive the latest information on schedule changes, service disruptions, seat notices and other news via phone, VRE seeks to further increase the allowance for text messages and thus amend the Purchase Order with Granicus to enable use of its communications platform through December 2019. While Granicus will allow VRE to send additional emails through its communication platform at no added cost, carrier charges are incurred by Granicus for text messages.

Separately, Operations Board authorization is also being sought to issue a Request for Proposals (RFP) for an email and text message communication system so various communication platforms can be evaluated with the intent of awarding a longer-term contract at the end of the calendar year.

**Fiscal Impact:**

The FY 2020 operating budget for ‘Rail Operations – Other Communications Costs’ includes $50,000 in funding for this activity. 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 operating budget.
Virginia Railway Express  
Operations Board  

Resolution  
9F-07-2019  

Authorization to Amend the Purchase Order for Mass Electronic Communication Delivery System Utilization

WHEREAS, VRE utilizes a communications platform to disseminate service information to riders in the form of emails, text messages, social media updates (Facebook and Twitter), as well as RSS feeds; and,

WHEREAS, in December 2018, VRE awarded a Purchase Order to Granicus in the amount of $66,664 to provide mass communication services for the term of one year with an allowance of up to 3.9 million text messages; and,

WHEREAS, the Purchase Order was amended earlier this month to an amount not to exceed $100,000 in order to increase the available allowance of text messages; and,

WHEREAS, VRE seeks to further amend the Purchase Order with Granicus to ensure riders continue to receive the latest information on schedule changes, service disruptions, seat notices and other news via phone;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to amend the Purchase Order with Granicus, LLC for utilization of its Mass Electronic Communication Delivery System from the current amount of $100,000 to an amount not to exceed $140,000.

Approved this 19th day of July 2019

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Katie Cristol  
Chair

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John Cook  
Secretary