To: Chair Cristol and the VRE Operations Board  
From: Doug Allen  
Date: May 17, 2019  
Re: Authorization to Issue a Request for Proposals for Website Management Services

Recommendation:
The VRE Operations Board is asked to authorize the Chief Executive Officer to issue a Request for Proposals (RFP) for Website Management Services for a period of a base year and five option years.

Summary:
This resolution will authorize the solicitation of website management services to include monitoring and emergency maintenance as well as change and modification support services for the VRE website (vre.org).

Background:
VRE maintains a public facing website to provide real time passenger information and service-related information. VRE’s website is viewed as a key marketing and information tool used by current customers, potential customers and to increase public awareness about VRE. The website provides data in an easy-to-use format that supplies all the information passengers and the general public may need related to VRE service.

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 are 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 is performed to compare the proposed cost with the independent cost estimate to determine if the proposed cost is fair and reasonable.

The scope of work for the RFP includes maintenance, design, and support as well as frontend and backend programming. The required services will also include real-time monitoring and trouble resolution of the vre.org website.

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

**Fiscal Impact:**

There is no fiscal impact from issuing an RFP. The FY 2020 operating budget for Rail Operations includes funding for this procurement. Funding for future years will be included in each proposed annual budget.
Virginia Railway Express
Operations Board

Resolution
8B-05-2019

Authorization to Issue a Request for Proposals for
Website Management Services

WHEREAS, VRE maintains a public facing website to provide real time passenger and service-related information; and,

WHEREAS, website management services, to include monitoring and maintenance as well as change and modification support services are required for the VRE website; and,

WHEREAS, management of the VRE website requires support from subject matter experts to program and update the site on a regular basis to ensure it is current and relevant;

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 that competitive negotiation is the appropriate method to procure these services; and,

BE IT FURTHER RESOLVED THAT, the VRE Operations Board does hereby authorize the Chief Executive Officer to issue a Request for Proposals for Website Management Services.

Approved this 17th day of May 2019

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Katie Cristol
Chair

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John Cook
Secretary