

**MOTION:**

**SECOND:**

**RE:            AUTHORIZATION TO AWARD A TASK ORDER CONTRACT FOR MARKETING  
SERVICES FOR VANPOOL ALLIANCE AND TRANSPORTATION DEMAND  
MANAGEMENT PROGRAMS**

**ACTION:**

**WHEREAS**, the OmniRide Transportation Demand Management (TDM) programs and Vanpool Alliance would benefit from a concentrated, long-term marketing and promotional effort; and

**WHEREAS**, funding for such efforts were included in the Potomac and Rappahannock Transportation Commission's FY19 and proposed FY20 budget; and

**WHEREAS**, management has identified one of the Virginia Department of Rail and Public Transportation's on-call consultants, Siddall Communications, LLC, as being qualified to perform the necessary tasks; and

**WHEREAS**, management has received both a proposed Scope of Work and a budget from the consultant; and

**WHEREAS**, management considers both Scope of Work and budget acceptable.

**NOW, THEREFORE, BE IT RESOLVED** that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to enter into a task order contract with Siddall Communications, LLC for marketing services for Vanpool Alliance and the OmniRide Transportation Demand Management programs.

**Votes:**

**Ayes:**

**Nays:**

**Abstain:**

**Absent from Vote:**


**Alternate Present Not Voting:**


**Absent from Meeting:**



February 7, 2019

TO: Madam Chair Anderson and PRTC Commissioners

FROM: Chuck Steigerwald  
Director of Strategic Planning 

THROUGH: Robert A. Schneider, PhD  
Executive Director 

SUBJECT: Authorization to Award a Task Order Contract for Marketing Services for Vanpool Alliance and Transportation Demand Management Programs

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Recommendation:

Authorize the Executive Director to award a task order contract to Siddall Communications, LLC for marketing services for Vanpool Alliance and OmniRide's Transportation Demand Management programs.

Background:

As management devised work plans for the OmniRide Ridesharing, OmniRide Employer Services, and Vanpool Alliance programs for both fiscal years 2019 and 2020, we had the benefit of relying on the recently completed Strategic Recommendations. In considering how to begin implementing the recommendations for Transportation Demand Management (TDM) it was determined that a long-term, highly focus marketing and promotional effort was necessary.

Based on recommendations to expand efforts to promote and register vanpools, increase ease of access to commuter information, and invest in additional resources to promote TDM strategies, management defined a number of focused goals and determined that consultant assistance would be beneficial.

Management has identified one of the Virginia Department of Rail and Public Transportation's on-call consultants, Siddall Communications, LLC, as being qualified to perform the necessary tasks.

**Madam Chair Anderson and PRTC Commissioners**

**February 7, 2019**

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Goals for the promotional efforts are:

- Increase awareness and understanding of the Vanpool Alliance, OmniRide Rideshare, and OmniRide Employer Services programs.
- Recruit riders to existing vanpools and promote the creation of new vanpools.
- Support existing efforts to meet with area employers.
- Increase awareness and understanding of travel options available through OmniRide TDM programs.

To achieve these goals Siddall Communications, LLC has proposed the following tasks:

- Update the Vanpool Alliance website.
- Paid advertising for all programs including on-line banner ads.
- Video ads for on-line promotion.
- Creation of how-to guides for potential vanpoolers.
- Updating and creating new collateral materials for all programs (e.g., brochures, etc.).

Design, development, and implementation of the promotional efforts will take place over fiscal years 2019 and 2020. Some material, such as the video ads and how-to guides are expected to have a shelf life beyond that two-year period.

**Fiscal Impact:**

Funding has been included in the FY2019 and proposed FY2020 budgets. See attached for details.

**RE: AUTHORIZATION TO AWARD A TASK ORDER CONTRACT FOR MARKETING SERVICES  
FOR VANPOOL ALLIANCE AND TRANSPORTATION DEMAND MANAGEMENT  
PROGRAMS**

Fiscal Impact:

Total cost of the effort is estimated at \$400,000. Two-thirds of that amount will be focused on the Vanpool Alliance program and the remaining third split between OmniRide Rideshare and OmniRide Employer Services. Funding for the promotional efforts were included in the FY19 and proposed FY20 budgets. Funding for the Vanpool Alliance portion will be paid through Vanpool Alliance earnings as are other program expenses. The OmniRide Employer Services portion will be paid through the existing 100 percent grant. The OmniRide Ridesharing portion will be paid for through the Virginia Department of Rail and Public Transportation (VDRPT) TDM operating grant. This grant is an 80/20 match with the local portion provided by PRTC's bus-sponsoring jurisdictions.

Federal	\$266,000	
State:	\$67,200	
Local:	\$66,800	
	Fredericksburg:	\$0
	Manassas:	\$200
	Manassas Park:	\$200
	Prince William:	\$13,000
	Spotsylvania:	\$0
	Stafford:	\$0
	Vanpool Soft Match	\$53,300
Total:	<u>\$400,000</u>	