

MOTION:

SECOND:

**RE: AUTHORIZE EXECUTIVE DIRECTOR TO ENTER INTO A MEMORANDUM OF AGREEMENT WITH
THE NORTHERN VIRGINIA TRANSPORTATION COMMISSION FOR A POST-WMATA
PLATFORM IMPROVEMENT PROJECT MARKETING CAMPAIGN**

ACTION:

WHEREAS, WMATA shut down six Metrorail stations on the Blue and Yellow lines in the City of Alexandria and Fairfax County for their Summer 2019 Platform Improvement Project; and

WHEREAS, the Commonwealth Transportation Board (CTB) approved funding in the updated FY2019 Six-Year Improvement Program, including a request from the Northern Virginia Transportation Commission (NVTC), to implement a marketing effort to encourage riders to return to Metrorail and public transportation after the Platform Improvement Program is completed; and

WHEREAS, based on the CTB action, NVTC applied to the Virginia Department of Rail and Public Transportation (DRPT) for grant funds in the amount of \$395,725 for a marketing campaign, to be conducted in concert with WMATA's marketing efforts, to promote ridership on Metrorail and other local public transportation coinciding with the reopening of the Metrorail stations; and

WHEREAS, the Potomac and Rappahannock Transportation Commission (PRTC), the Virginia Railway Express (VRE), the City of Alexandria, and Fairfax County have each agreed to provide NVTC with a portion of the 20 percent local match in the total amount of \$79,145 required for the aforesaid DRPT grant; and

WHEREAS, the NVTC has agreed to manage the marketing campaign, and to coordinate with participating jurisdictions and transportation agencies in developing the campaign details; and

WHEREAS, the attached draft Memorandum of Agreement has been reviewed by legal counsel.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to execute a Memorandum of Agreement with the Northern Virginia Transportation Commission for a post-WMATA Platform Improvement Project marketing campaign where PRTC, VRE, the City of Alexandria, and Fairfax County have each agreed to provide a portion of the 20 percent local match.

Votes:

Ayes:

Abstain:

Nays:

Absent from Vote:


Alternate Present Not Voting:

Absent from Meeting:



July 11, 2019

TO: Madam Chair Anderson and PRTC Commissioners

FROM: Robert A. Schneider, PhD
Executive Director 

SUBJECT: Authorize Executive Director to Enter into a Memorandum of Agreement with the Northern Virginia Transportation Commission for a Post-WMATA Platform Improvement Project Marketing Campaign

Recommendation:

Authorize Executive Director to enter into a Memorandum of Agreement (MOA) with the Northern Virginia Transportation Commission (NVTC) for a Post-WMATA Platform Improvement Project marketing campaign.

Background:

WMATA has shut down six Metrorail stations on the Blue and Yellow lines in the City of Alexandria and Fairfax County for their Summer 2019 Platform Improvement Project. Affected riders have altered their normal travel/commuting patterns out of necessity during the project.

The Commonwealth Transportation Board (CTB) approved funding in their updated FY2019 Six-Year Improvement Plan, including a funding request from NVTC to implement a marketing effort to encourage riders to return to Metrorail and public transportation after the Platform Improvement Project is completed. As a result, NVTC applied to the Virginia Department of Rail and Public Transportation (DRPT) for grant funds in the amount of \$395,725 for a marketing campaign to promote ridership on Metrorail and other local public transportation coinciding with the reopening of the Metrorail stations.

The Potomac and Rappahannock Transportation (PRTC), the Virginia Railway Express (VRE), the City of Alexandria, and Fairfax County have each agreed to provide a portion of the 20 percent local match, in the total amount of \$79,145, to NVTC for the DRPT grant. NVTC has agreed to manage the marketing campaign and to coordinate with participating jurisdictions and transportation agencies in developing campaign details.

The draft MOA, the marketing campaign proposal, and the proposed timeline are attached for your review.

Madam Chair Anderson and PRTC Commissioners

July 11, 2019

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Fiscal Impact:

The jurisdictions and transportation agencies have agreed to the following contributions for the 20 percent local match:

NVTC	\$11,500.00 (in kind)
VRE	\$16,911.25
PRTC	\$16,911.25
Alexandria	\$16,911.25
Fairfax County	\$16,911.25

PRTC contribution will be funded as indicated below.

Federal:	\$0
State:	\$0
Local:	\$16,911.25
	Fredericksburg: \$0
	Manassas: \$
	Manassas Park: \$
	Prince William: \$16,911.25
	Spotsylvania: \$0
	Stafford: \$0
Total:	<u>\$16,911.25</u>

**MEMORANDUM OF AGREEMENT
REGARDING POST WMATA PLATFORM SHUTDOWN MARKETING CAMPAIGN**

This Memorandum of Agreement (MOA) is entered into between and among the Northern Virginia Transportation Commission (NVTC) and the below identified participating jurisdictions and transportation agencies (collectively, the Entities and individually, an Entity) regarding coordination and funding of a post WMATA platform shutdown marketing campaign, as is fully described below.

WITNESSETH:

WHEREAS, WMATA plans to shut down six Metrorail stations in the City of Alexandria and Fairfax County, specifically, Huntington, Eisenhower Avenue, Franconia-Springfield, Van Dorn, King Street, and Braddock Road, for capital maintenance between Memorial Day and September in 2019; and

WHEREAS, the Commonwealth Transportation Board (CTB) approved mitigation funding in the updated FY2019 Six-Year Improvement Program including NVTC's request for funds to implement a marketing effort to encourage riders to return to Metrorail and public transit after the shut down; and

WHEREAS, based on the CTB action, NVTC has applied to the Virginia Department of Rail and Public Transportation (DRPT) for grant funds in the amount of \$395,725 for a marketing campaign, conducted in concert with WMATA's marketing efforts, to promote ridership on Metrorail and other local public transportation coinciding with the reopening of the above stations (DRPT Grant); and

WHEREAS, the Entities have agreed to each provide to NVTC a portion of the 20% local match in the total amount of \$79,145 required for the aforesaid DRPT Grant; and

WHEREAS, upon receipt of the DRPT Grant and the local match, NVTC has agreed to manage the marketing campaign, and to coordinate with the Entities in developing the campaign details; and

WHEREAS, NVTC and the Entities have agreed upon the terms of this MOA to set forth their understanding of how the marketing campaign will be funded and their respective responsibilities for its implementation.

NOW, THEREFORE, in consideration of the foregoing recitals, each of which are incorporated in this MOA, and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, NVTC and the Entities agree as follows:

1.0 PURPOSE

NVTC and the Entities mutually desire to develop and implement a marketing campaign designed to encourage Metrorail and public transit ridership following the planned shutdown and repair of six Metrorail stations on the Yellow and Blue lines. Accordingly, in accordance with the terms of this MOA, and utilizing the DRPT Grant and the local match provided by the Entities, NVTC is authorized to act on behalf of the following Entities as the contracting and coordinating agent for the aforesaid marketing campaign:

- City of Alexandria
- Fairfax County
- Potomac and Rappahannock Transportation Commission (“PRTC”)
- Virginia Railway Express (“VRE”)

2.0 TECHNICAL SUPPORT

Each Entity authorizes NVTC to procure and enter into a contract, subject to availability of funds, with a technical consultant qualified to develop and assist in the implementation of the desired marketing campaign, including media buys.

The scope of work for the consulting work shall be shared with each Entity for comment. NVTC shall endeavor to incorporate all reasonable comments in finalizing the scope of work.

3.0 FUNDING AND FINANCING

NVTC shall utilize the DRPT Grant and local match for the aforesaid consultant contract and the marketing campaign. The required share of the local match for each Entity is as follow:

NVTC	\$11,500.00 (in kind)
VRE	\$16,911.25
PRTC	\$16,911.25
Alexandria	\$16,911.25
Fairfax County	\$16,911.25

4.0 COORDINATION AND ADMINISTRATION

NVTC will coordinate and administer the Entities’ participation in development and implementation of the marketing campaign. NVTC will convene regular meetings among the Entities to discuss and seek agreement on all aspects of campaign and its implementation.

5.0 AMENDMENTS

Any signatory to this MOA may propose an amendment at any time. Any such amendment shall become effective upon the approval of the amendment by all participating Entities and execution of a written amendment by each.

6.0 DURATION OF MEMORANDUM OF AGREEMENT

This MOA shall be effective upon the signature of the NVTC and each of the Entities, and shall last for the duration of the marketing campaign.

This MOA also may be terminated in whole or in part by the Entities in accordance with this clause whenever the majority of the Entities determines that such a termination is in their best interest. Any such termination shall be affected by delivering to NVTC a written notice of termination signed by the majority of the Entities specifying the extent to which performance shall be terminated and the date upon which termination becomes effective, which date shall be not less than sixty (60) days from the date of the notice. If this MOA is terminated in whole or in part, the Entities shall use the sixty (60) calendar day period prior to the expiration of the MOA for the orderly termination of their further participation in the marketing campaign.

7.0 APPROPRIATIONS REQUIREMENTS

All requirements for funding by any signatory party to this Agreement are subject to annual or other appropriations by their respective governing body or the Virginia General Assembly, as may be applicable.

8.0 ASSIGNMENTS

No Entity shall have the power to assign either their rights or obligations under this MOA.

9.0 NO PERSONAL LIABILITY

Nothing herein shall be deemed or construed to impose upon or give rise to any personal liability on behalf of any official, employee or individual who was acting in his or her authorized official capacity in the execution and/or implementation of the terms or conditions of this MOA.

10.0 NO THIRD PARTY BENEFICIARY RIGHTS CREATED

Nothing herein shall be deemed or construed to create or vest any rights in any party which is not a signatory to this MOA.

11.0 NO WAIVER OF SOVEREIGN IMMUNITY

Nothing herein shall be deemed a waiver of the sovereign immunity of any signatory party to this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Agreement by their duly authorized representative.

This space intentionally left blank.

DRAFT

City of Alexandria

By: _____
Name: Mark B. Jinks
Title: City Manager

Date

DRAFT

Potomac and Rappahannock Transportation Commission

By: _____

Name: Robert Schneider

_____ Date

Title: Executive Director

DRAFT

Fairfax County

By: _____

Name: Bryon Hill

Title: County Executive

Date

DRAFT

Virginia Railway Express

By: _____

Name: Doug Allen

Title: Chief Executive Officer

Date

DRAFT

Northern Virginia Transportation Commission

By: _____

Name: Katherine A. Mattice

Date

Title: Executive Director

DRAFT



Back on Track:

2019 Post-Platform Shutdown Marketing Campaign

Proposal

The Northern Virginia Transportation Commission (NVTC) respectfully submits this proposal to the Department of Rail and Public Transportation to support the development and implementation of a marketing campaign to promote the use of Metrorail and other transit services following the summer 2019 platform shutdown scheduled for the Yellow and Blue lines in Arlington and Fairfax counties and the City of Alexandria. NVTC's proposal includes a scope of effort, background, timeline, and three budget options.

Scope of Effort

NVTC proposes a multi-pronged marketing effort to persuade former and potential riders to trade their keys for SmarTrip® cards. To meet commuters where they are most vulnerable to our message – stuck in traffic – the campaign relies heavily on radio. Geo-targeted social media ads, website banner ads, and on-screen cinema advertising will reinforce the drive-time messages throughout the day. NVTC jurisdictions and transit agencies will amplify the messaging via their websites and social media.

In preparing the campaign budget, NVTC staff crafted three packages of differing lengths. Given that several of the costs are fixed – regardless of whether the campaign runs six, eight or 12 weeks – there are large economies of scale should the campaign run 12 weeks.

Messaging will be developed in concert with jurisdictional staff. Public information/affairs officers from Alexandria, Arlington, Fairfax, and WMATA (and its public relations consultants) will work with NVTC staff and creative services consultants to develop content.

Background

It is expected that when the Washington Metropolitan Area Transit Authority (WMATA) closes six rail stations south of National Airport during summer 2019 more than 40 percent of riders at those stations will commute via car. Between Memorial and Labor days, Metrorail could see passenger trips drop by more than 1.5 million. As we learned during SafeTrack, luring people out of their cars and back on Metrorail is a challenge. Metrorail ridership has yet to fully recover from SafeTrack and this summer's shutdown threatens to drive even more riders permanently away from the system.

With 40 percent of its revenue coming from fares, Metrorail – and the Virginia jurisdictions that fund WMATA – cannot afford any further drop in income. And our road network cannot afford the increased congestion. There is a real imperative to get Northern Virginia commuters back on Metrorail once the platform work is complete.

Attached is a proposed timeline and budget for your consideration.

Proposed Timeline

February 2019/Immediately Upon Award

- Secure dates for radio sponsorships and digital advertising
- Secure graphic design and video production consultants
- Secure dates for on-screen cinema advertising

March 2019

- Convene jurisdictional PIO working group
 - Outline campaign objective
 - Brainstorm campaign messaging
 - Discuss message amplification
- Develop parameters for geo-targeted ads on social media and other digital platforms
- Meet with graphic design and video production consultants
 - Outline campaign objective
 - Determine schedule for deliverables

April 2019

- Meet with jurisdictional PIO working group
 - Share consultants' creative direction and obtain feedback
 - Provide update on consultants' schedule for deliverables
 - Establish spring/summer meeting dates to review consultants' work in progress
- Share feedback from jurisdictional PIO working group with consultants
- Develop list of local/regional agencies, businesses, and nonprofit groups with social media presence to assist with message amplification

May 2019

- Meet with jurisdictional PIO working group to review progress
- Receive weekly updates from consultants
- Contact local/regional agencies, businesses, and nonprofit groups to garner support in amplifying messages on social media

June 2019

- Meet with jurisdictional PIO working group to review progress
- Receive weekly updates from consultants
- Develop social media schedule

July 2019

- Meet with jurisdictional PIO working group to share final product drafts and obtain feedback
- Share feedback from jurisdictional PIO working group with consultants

August 2019

- Meet with jurisdictional PIO working group to review final products
- Share feedback from jurisdictional PIO working group with consultants
- Share social media schedule with local/regional agencies, businesses, and nonprofit groups that have agreed to amplify messaging
- Provide creative content to radio stations and cinema advertising agency

September 2019

- Implement and monitor campaign

Proposed Budget

Medium/Outlet	Expense	Description	Cost		
			6 Weeks	8 Weeks	12 Weeks
Radio					
Creative Services	Banner ad creation		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
WTOP & WAMU	Traffic and program sponsorships read live	Reach: 3.9M (6W); 5.5M (8W); 8.3M (12W)	\$ 64,110.00	\$ 103,720.00	\$ 189,840.00
WTOP.COM & WAMU.ORG	Digital banner ads; audio stream	Impressions: 1.47M (6W); 1.96M (8W); 2.94M (12W)	\$ 64,500.00	\$ 86,000.00	\$ 141,000.00
Radio Subtotal			\$ 130,610.00	\$ 191,720.00	\$ 332,840.00
Social Media & Digital					
Creative Services	Production of social media content	5 sets of messages with 4 graphics per set	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Facebook, Twitter, YouTube, LinkedIn	Geo-targeted ads	Weekly cap of \$340.00 per week for geo-targeted ads.	\$ 2,040.00	\$ 2,720.00	\$ 4,080.00
Waze & Google	Geo-targeted ads	Weekly cap of \$140.00 per week for geo-targeted ads.	\$ 840.00	\$ 1,120.00	\$ 1,680.00
Social Media Subtotal			\$ 7,880.00	\$ 8,840.00	\$ 10,760.00
On-Screen Cinema Ads					
Creative Services	Production and formatting costs for :15 spot	Costs to produce and format existing creative into a :15 spot for video. Includes sight, sound, voiceover and motion of graphics.	\$ 8,525.00	\$ 8,525.00	\$ 8,525.00
8 Movie Theaters in Alexandria, Arlington & Fairfax	Ad play	Cost for approx. 5K total combined plays per week.	\$ 16,050.00	\$ 21,400.00	\$ 32,100.00
On-Screen Cinema Subtotal			\$ 24,575.00	\$ 29,925.00	\$ 40,625.00
MEDIUM/OUTLET TOTAL			\$ 163,065.00	\$ 230,485.00	\$ 384,225.00
	Project Administration		5,000.00	7,000.00	11,500.00
TOTAL PROJECT COST			\$ 168,065.00	\$ 237,485.00	\$ 395,725.00