



## **Meeting of the Transportation District Commission of Hampton Roads**

Thursday, December 12, 2019 • 3:30 p.m.

2nd Floor Board Room • 509 E. 18<sup>th</sup> Street, Norfolk, VA

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A meeting of the Transportation District Commission of Hampton Roads will be held on Thursday, December 12, 2019 at 3:30 p.m. at 509 E. 18<sup>th</sup> Street, Norfolk, VA.

The meeting is open to the public and in accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be an opportunity for public comment at the beginning of the meeting.

The agenda and supporting materials are included in this package for your review.



## Meeting of the Transportation District Commission of Hampton Roads

Thursday, December 12, 2019 • 3:30 p.m.  
2nd Floor Board Room • 509 E. 18<sup>th</sup> Street, Norfolk, VA.

1. Call to Order & Roll Call
  2. Public Comments
  3. Approval of November 14, 2019 Meeting Minutes
  4. President's Monthly Report - William Harrell
    - A. Special Presentation Sherriff Baron
    - B. Board Updates
  5. Committee Reports
    - A. Audit & Budget Review Committee - Commissioner Gray/  
Conner Burns, Chief Financial Officer
      - October 2019 Financial Report – Due to the new financial system conversion, the October Financials will be sent out separately from this agenda package.
    - B. Management/Financial Advisory Committee – Commissioner Cipriano/  
Conner Burns, Chief Financial Officer
    - C. Operations & Oversight Committee - Commissioner Rowe/  
Sonya Luther, Director of Procurement
      - **Contract No: 19-00058 Design Engineering of Hampton Roads Transit's Charging Station Infrastructure**
- Recommending Commission Approval:** Award of a sole source contract to Proterra, Inc. provide design engineering of seven (7) 125 kW chargers

at Hampton Roads Transit's (HRT's) Southside facility in the not-to-exceed amount of \$66,918

**Contract No: 19-00038 Hydraulic and Electric Vehicle Lift and Boom Inspection and Repair Service (Renewal)**

**Recommending Commission Approval:** Award of a Contract to Hydraulic Service Company, Inc. to perform scheduled hydraulic and electric vehicle lift and boom inspections; and, unscheduled boom repairs in the not-to-exceed amount of \$138,320 over a four-year period.

- **Contract No: 19-00014 Provision of Office Supplies**

**Recommending Commission Approval:** Award of a contract to Guernsey, Inc. to provide office supplies to HRT's various locations, in the not-to-exceed amount of \$140,000 over four (4) years.

- **Contract No: 19-00055 TRAFFIX General Communications and Marketing Consultant Services**

- **Recommending Commission Approval:** Award of a of a contract to Siddall Communications, Inc. to provide HRT's TRAFFIX Department with general communications and marketing consultant services in the not-to-exceed amount of \$900,000

D. Planning/New Starts Development Committee – Commissioner Ross-Hammond/  
Ray Amoruso, Chief Planning & Development Officer

E. External/Legislative Advisory Committee - Commissioner Kanoyton/  
Joe Dillard, Government Relations Liaison

F. Smart Cities & Innovation Committee – Commissioner McClellan/  
Erin Glenn, Interim Chief Information/Technology Officer

G. Paratransit Advisory Subcommittee – Chair Paul Atkinson Jr./Keith  
Johnson, Manager of Paratransit

H. Transit Ridership Advisory Sub-Committee – Ms. Denise Johnson, Chair  
Rodney Davis, Director of Customer Relations

6. Old and New Business

- Overview of Rail State Safety Oversight by the Virginia Department of Rail and Public Transportation (DRPT). This presentation will be provided by Andrew Ennis, Program Manager
  - Resolution 03 - 2019 Resolution of the Transportation District Commission of Hampton Roads adopting the update to the HRT Capital Improvement Plan (CIP) for FY 2019 - FY 2025
7. Comments by Commission Members
  8. Closed Session (as necessary)
  9. Adjournment

**The next meeting will be held on Thursday, January 23, 2020 at 1:00 p.m. at 3400 Victoria Boulevard, Hampton, VA.**



# Meeting Minutes of the Transportation District Commission of Hampton Roads

Thursday, November 14, 2019 • 1:00 p.m.  
509 E. 18<sup>th</sup> Street, Norfolk, VA

## **Call to order**

A quorum was attained, and Chairman Hunter called the meeting to order at 1:04 p.m.

## **Commissioners in attendance:**

Commissioner Hunter, Portsmouth  
Commissioner Gray, Hampton  
Commissioner Fuller, Chesapeake  
Commissioner Hamel, Chesapeake  
Commissioner DeBruhl, VDRPT  
Alt. Commissioner DeProfio, Hampton  
Alt. Commissioner Velissarios, Newport News  
Commissioner Coleman, Newport News  
Alt. Commissioner Inman, City of Norfolk  
Commissioner Parnell, Norfolk  
Commissioner Rowe, Portsmouth  
Commissioner Ross-Hammond, Virginia Beach  
Alt. Commissioner Reel, Virginia Beach

## **Hampton Roads Transit Staff in attendance:**

Ray Amoruso, Chief Planning and Development Officer  
Debbie Ball, Director of Finance  
Amy Braziel, Manager of Operations Administration  
Conner Burns, Chief Financial Officer  
David Burton, General Counsel, Williams Mullen  
Gene Cavazos, Director of Marketing & Communications  
Jennifer Dove, DBE and Grants Coordinator  
Angela Glass, Director of Budget & Financial Analysis  
Erin Glen, Interim Chief CIO/CTO  
William Harrell, President and CEO  
Tom Holden, Media Relations Specialist  
Keith Johnson, Paratransit Services Contract Administrator  
Larry Kirk, Assistant Director of Finance  
Shanti Mullen, Internal Auditor  
Sibyl Pappas, Chief Engineering & Facilities Officer  
Luis Ramos, Sr. Executive Assistant/Commission Secretary  
Benjamin Simms, Director of Transportation & Security  
Brian Smith, Chief of Staff  
Adrian Tate, Staff Accountant  
Robert Travers, Corporate Counsel  
Fevrier Valmond, Assistant Director of Procurement

Kim Wolcott, Chief of Human Resources

**Others in attendance:**

Paul Atkinson, Paratransit Advisory Committee  
Rob Case, HRTPO  
Andrew Ennis, DRPT  
Carl Jackson, City of Portsmouth  
Denise Johnson, Transit Riders Advisory Committee  
Ina Kreps, Paratransit Rider  
Eric Nelson, HNTB

The TDCHR meeting package was distributed electronically to all Commissioners, the media, and the public in advance of the meeting. The meeting package consisted of:

- Agenda
- Meeting Minutes
- President’s Report Presentation
- Social Media Analytics
- Committee Reports

**Public Comments**

There were no public comments.

**Approval of the October 2019 TDCHR Meeting Minutes**

There was a correction to the October 2019 minutes, changing the date in the header to October 24, 2019. A motion to approve the October 2019 meeting minutes, as amended, was made by Commissioner Rowe and properly seconded by Commissioner Parnell. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Hamel, DeBruhl, Velissarios, Coleman, Parnell, Inman, Rowe, Ross-Hammond and Reel.

Nays: None

Abstain: None

**President’s Monthly Report**

Mr. William Harrell welcomed everyone to the meeting.

Mr. Harrell stated that the December TDCHR meeting will be held on December 12, 2019 due to the holiday. The meeting will be held at the Norfolk office.

Mr. Harrell stated that HRT will be co-hosting with WHRO, a public forum titled Moving Hampton Roads. The forum will be held at 7:00 PM tonight at the WHRO studio in Norfolk. A reception will be held at 5:30 PM.

## **COMMITTEE REPORTS**

### **Audit and Budget Review Committee**

Chairman Gray stated that the Audit and Budget Committee did not meet this month.

Mr. Conner Burns stated that due to the timing of the meetings, a financial report will not be given for October until the December meeting. Mr. Burns stated that a 6-month report will be given in January.

### **Management Finance Advisory Committee (MFAC)**

Alternate Commissioner DeProfio stated that there was a discussion regarding financial report date changes and the Capital Improvement Plan (CIP).

Mr. DeProfio stated that the committee will be looking at alternative methods to fund smaller capital elements and the status on the Member Cities' respective Transit Service Plans (TSPs).

### **Operations and Oversight Committee**

Commissioner Rowe stated that the Operations and Oversight Committee met on November 7th in Hampton.

Ms. Sonya Luther presented the following contracts for approval:

Contract No: 19-00032 Signage Production Services (Renewal). It was recommended that the Commission approve the award of two (2) contracts for signage production services to Signmasters, Inc. and AG Wraps in the estimated amounts of \$1,543,918.34 and \$1,946,173.00, respectively, for a total not-to-exceed amount of \$3,490,091.34 over a five-year period.

A motion to approve Contract No: 19-00032, Signage Production Services (Renewal) was made by the Operations and Oversight Committee and properly seconded by Commissioner Parnell. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Hamel, DeBruhl, Velissarios, Coleman, Parnell, Inman, Rowe, Ross-Hammond and Reel.

Nays: None

Abstain: None

## **Planning and New Starts Development Committee**

Commissioner Ross-Hammond stated that the Committee did not meet this month and no report was given.

## **External Legislative Advisory Committee (ELAC)**

The ELAC Committee did not meet, and no report was given.

## **Smart Cities & Innovation Committee**

The Smart Cities and Innovation Committee did not meet, and no report was given.

## **Paratransit Advisory Sub-Committee (PAC)**

Mr. Paul Atkinson stated that members of the Committee met for a benefit walk on behalf of the American Heart Association and the Stroke Association at Mount Trashmore.

Mr. Atkinson stated that the next Committee meeting will be on December 11<sup>th</sup> in Hampton.

## **Transit Ridership Advisory Committee (TRAC)**

Ms. Denise Johnson stated that TRAC met November 6.

Ms. Johnson stated that Dr. Smith provided an update on the Transform Transportation Project.

Ms. Johnson stated that HRT staff also provided updates on the Snow Routes, addressed complaints from TRAC members, and discussed a shelter in the Craddock section of Portsmouth.

The next TRAC meeting will be held on January 28<sup>th</sup>.

## **Old and New Business**

No old or new business was discussed.

## **Comments by Commissioners**

Constantinos Velissarios introduced himself as a new alternate commissioner and stated that he looks forward to working with the Board.

## **Adjournment**

The meeting adjourned at 1:19 pm



**TRANSPORTATION DISTRICT COMMISSION  
OF HAMPTON ROADS**

**ATTEST:**

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**Brad Hunter**  
**Chair**

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**Luis Ramos**  
**Commission Secretary**  
**December 12, 2019**



# **TDCHR Board Meeting**

## **October 14, 2019**



presented by **whro**  
PUBLIC MEDIA

## **Moving Hampton Roads**

**Thursday, November 14, 2019 from 6:00 PM to 8:00 PM  
WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508**

<https://youtu.be/wHaYETYXwVI>



# **TDCHR Board Meeting**

## **November 14, 2019**

## ELIZABETH RIVER FERRY DOCK RECONSTRUCTION

This month HRT begins the physical reconstruction of the four Elizabeth River Ferry (ERF) docks in Norfolk and Portsmouth. The design and permitting of these proposed facilities have been ongoing for the past six months and is substantially complete. The initial tasks that will be seen by the public will occur at Harbor Park, where the existing truss gangway will be removed by a floating crane, taken across the river to Colonna Shipyard, sandblasted, and then recoated.

Temporary closures of High Street, Waterside, and North Landing docks will be necessary during upcoming winter months to allow reconstruction efforts to proceed at those locations. Prefabricated dock units are being employed to keep these closures to a minimum.

This reconstruction is the first part of a two-phase approach to the overall ERF facility project, which has the goals of restoring the dock infrastructure to a state of good repair and providing an improved experience for HRT's ferry passengers. The latter includes amenities such as entrance canopies, lighting upgrades, and improved fare vending facilities.

Although the present work associated with the docks is generally replacement in kind, the ferry service will realize benefits in addition to structural restoration.

The ferry loading areas will be raised to make them compatible with ferry floor and ramp heights. This will improve accessibility. The two narrow gangways at the High Street and Waterside docks will be widened to accommodate dual boarding and unloading of the boat. Ramp treads at all docks will be covered with non-slip surfaces. The two dock loading floats at North Landing will be reconfigured to eliminate non-compliant ADA turnback conditions.

Funding for this project is primarily from federal and state grants. Only 4% of the current \$2.7 million reconstruction contract, totaling \$108,000, is from local funding and is further split between Norfolk and Portsmouth. HRT is committed to maximize this investment in both its dock facilities and to further enhance 35 years of ongoing ferry service to our partners.

Sincerely,



**William E. Harrell**

President and CEO

Hampton Roads Transit

## FACEBOOK STATS


### November 1 – November 30, 2018


HRT's Facebook @hrtfan  
 Total fans: 12,706  
 Total posts: 9  
 Impressions: 13,363  
 Engagements: 211  
 Clicks: 29  
 People engaged: 59% female, 41% male  
 Women between 25-34 most active users

### November 1 – November 30, 2019

HRT's Facebook @hrtfan  
 Total fans: 12,888  
 Total posts: 21  
 Impressions: 21,658  
 Engagements: 1,865  
 Clicks: 142  
 People engaged: 53% female, 47% male  
 Women between 35-44 most active users

## FACEBOOK TOP POSTS






**Hampton Roads Tra...**


Mon 11/4/2019 12:58 pm PST


Have you ridden on one of the new buses yet?

**New fleet of HRT passenger ...**



Total Engagements	<b>243</b>
Reactions	<b>27</b>
Comments	<b>15</b>
Shares	<b>6</b>
Message Clicks	<b>195</b>







**Hampton Roads Tra...**


Tue 11/12/2019 6:29 am PST

The Senior Executive team served breakfast to our Hampton operators/mechanics yesterday



Total Engagements	<b>215</b>
Reactions	<b>35</b>
Comments	<b>7</b>
Shares	<b>2</b>
Message Clicks	<b>171</b>






**Hampton Roads Tra...**

Sat 11/23/2019 5:11 pm PST

The ferry is ready for the holidays!  
 Several groups braved the weather and took the ferry to the Norfolk



Total Engagements	<b>186</b>
Reactions	<b>112</b>
Comments	<b>9</b>
Shares	<b>8</b>
Message Clicks	<b>57</b>

## TWITTER STATS






### November 1 - November 30, 2018

HRT's Twitter @gohrt\_com  
 Total followers: 6,468  
 Tweets sent: 60  
 Retweets: 27  
 Mentions received: 67  
 Impressions: 62,349  
 Engagements: 302  
 Clicks: 44  
 People engaged: 54% male, 46% female  
 Men between 35-44 most active users

### November 1 - November 30, 2019

HRT's Twitter @gohrt\_com  
 Total followers: 6,955  
 Tweets sent: 166  
 Retweets: 150  
 Mentions received: 139  
 Impressions: 98,600  
 Engagements: 1,100  
 Clicks: 38  
 People engaged: 55% male, 45% female  
 Men between 35-44 most active users

## TWITTER TOP POSTS

Tweet	Potential Reach	Responses	Clicks	Retweets
 <p><b>gohrt_com</b>            Our operating hours for the Thanksgiving Holidays. For more information, visit: <a href="https://t.co/F1StoGwaEt">https://t.co/F1StoGwaEt</a> @NorfolkVA @cityofPortsVA @AboutChesapeake @CityofVaBeach @CityofNN @cityofhampton <a href="https://t.co/Jusjgs5OPr">https://t.co/Jusjgs5OPr</a>            (Tweet) November 26, 2019 8:37 am</p>	36.6k	6	0	6
 <p><b>gohrt_com</b>            Ride the Tide tonight, Nov 13, to the Scope, for the @NorfolkAdmirals vs. @SwampRabbits . Tonight is also \$2 Beer and 757 Promotion night. For more information on the Tide, visit: <a href="https://t.co/HySh8ZKnds">https://t.co/HySh8ZKnds</a> @sevenvenues @VisitNorfolkVA @NorfolkVA <a href="https://t.co/zBYXPxcUCD">https://t.co/zBYXPxcUCD</a>            (Tweet) November 13, 2019 6:41 am</p>	19k	6	0	4
 <p><b>gohrt_com</b>            Ride the Tide, Nov 29-Dec 22, to the Wells Theater for the @VAstage production of "A Christmas Carol". A timeless classic as Scrooge learns about redemption, kindness, and compassion. For more info, visit: <a href="https://t.co/HySh8ZKnds">https://t.co/HySh8ZKnds</a> @VisitNorfolkVA @sevenvenues <a href="https://t.co/T4wqChLns6">https://t.co/T4wqChLns6</a>            (Tweet) November 26, 2019 7:36 am</p>	15.7k	5	0	5
 <p><b>gohrt_com</b>            Today, @CityofVaBeach is hosting its annual Veterans Day Parade at the Oceanfront. Due to road closures, the lineup at Arctic/19th will be relocated, &amp; Routes 20, 33, &amp; 960 will detour 7AM-1PM. For more info, visit: <a href="https://t.co/mP2CcO9K03">https://t.co/mP2CcO9K03</a> @TedNoah @MadisonG_WAVY @13BethanyReese <a href="https://t.co/HrOxQEapFz">https://t.co/HrOxQEapFz</a>            (Tweet) November 11, 2019 5:16 am</p>	11.4k	5	0	5
 <p><b>gohrt_com</b>            Mark your calendars because today is a #TransitHoliday. Hop on either the bus, ferry, or light rail because today is #GoForARideDay. <a href="https://t.co/VqogVY2ci4">https://t.co/VqogVY2ci4</a>            (Tweet) by Alisa C. November 22, 2019 12:00 pm</p>	15k	4	0	4



# Web Site Analytics

Gohrt.com • November 2018 & November 2019

## GOHRT.COM - November 2018

### OVERVIEW

Sessions	61,459
Users	102,746
Pageviews	145,353

### DEVICE USAGE:

mobile	71.97%
desktop	24.61%
tablet	3.42%

### TRAFFIC SOURCE PER SESSION

Organic Search	70.74%
Direct	22.66%
Referral	5.04%
Email	0.17%
(Other)	1.28%
Social	0.10%

### PAGEVIEWS BY PAGE (TOP 10)

/index.html	18.48%
/route/norfolk/index.html	8.35%
/route/index.html	7.42%
/route/newport-news/index.html	5.03%
/fares/index.html	4.98%
/route/virginia-beach/index.html	4.26%
/services/the-tide/index.html	3.47%
/services/paratransit/index.html	2.88%
/route/hampton/index.html	2.44%
/route/holiday-schedules/index.html	1.93%

## GOHRT.COM - November 2019

### OVERVIEW

Sessions	28,719
Users	39,646
Pageviews	66,394

### DEVICE USAGE:

mobile	87.31%
desktop	11.29%
tablet	1.40%

### TRAFFIC SOURCE PER SESSION

Organic Search	78.54%
Direct	17.79%
Referral	3.00%
Email	0.27%
(Other)	0.29%
Social	0.06%
Display	0.05%

### PAGEVIEWS BY PAGE (TOP 10)

/index.html	10.225%
/routes/norfolk/index.html	7.007%
/route/20/index.html	5.380%
/routes/virginia-beach/index.html	3.511%
/route/3/index.html	3.499%
/route/1/index.html	3.475%
/routes/newport-news/index.html	3.422%
/routes/index.html	3.077%
/route/15/index.html	2.693%
/routes/light-rail/index.html	2.160%



<b>Contract No:</b>	19-00058	<b>Title:</b>	Design Engineering of Hampton Roads Transit's Charging Infrastructure	<b>Price:</b>	\$66,918
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**Acquisition Description:** Enter into a sole source contract with Proterra, Inc. to provide design engineering of seven (7) 125 kW chargers at Hampton Roads Transit's (HRT's) Southside facility.

**Background:** In September 2019, HRT awarded a contract to Proterra, Inc. (Proterra) to purchase six (6) electric buses. Those buses are to be delivered to HRT on, or around, June 1, 2020. In order to prepare for the arrival and use of the electrical buses, HRT requires charging stations to be constructed at its Southside facility. Under the terms of this agreement, Proterra is required to provide the design for six (6) chargers, bollards for equipment pad and remote dispensers, privacy screening and one (1) additional charger in the maintenance shop. Proterra is also required to provide plans/drawings for permitting purposes.

**Contract Approach:** FTA and Virginia Public Procurement Act guidelines allow non-competitive procurements when only one source is practicably available, and the award of a contract is infeasible under small purchase procedures, sealed bids, or competitive proposals. Due to the specific requirements of this solicitation, full and open competition was not a feasible method of Procurement. Sole Source procurements are accomplished through solicitation and acceptance of a proposal from only one source. The charging infrastructure for the Proterra electric buses must be provided by the manufacturer to guarantee compatibility and functionality. Additionally, Proterra will only warranty its buses when used in conjunction with its original equipment charging infrastructure.

A Request for Quote (RFQ) was issued on November 22, 2019 and Proterra, Inc. provided a responsive quote on November 26, 2019 in the amount of \$66,918. The price schedule required the Contractor to provide pricing for the various services required during the design engineering of the charging infrastructure.

Based on a price analysis performed utilizing the independent cost estimate, Proterra's proposed price is deemed fair and reasonable. A contractor responsibility review confirmed that Proterra is both technically and financially capable to perform the work.

The period of performance for this contract is ninety (90) days.

**Cost/Funding:** This contract will be funded by Grant Funds.

**Project Manager:** Sibyl Pappas, Chief Engineering and Facilities Officer

**Contracting Officer:** Sonya Luther, Director of Procurement

<b>Contract No:</b>	19-00058	<b>Title:</b>	Design Engineering of Hampton Roads Transit's Charging Infrastructure	<b>Price:</b>	\$66,918
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**Recommendation:** It is respectfully recommended that the Commission approve award of a sole source contract to Proterra, Inc. provide design engineering of seven (7) 125 kW chargers at Hampton Roads Transit's (HRT's) Southside facility in the not-to-exceed amount of \$66,918.

<b>Contract No:</b>	19-00038	<b>Title:</b>	Hydraulic and Electric Vehicle Lift and Boom Inspection and Repair Services (Renewal)	<b>Base Year Price:</b>	\$34,580
				<b>Three Option Years Pricing:</b>	\$103,740

**Acquisition Description:** Enter into a renewal Contract with a qualified Contractor to perform scheduled hydraulic and electric vehicle lift and boom inspections; and, unscheduled boom repairs.

**Background:** HRT requires the services of an Occupational Safety and Health Administration (OSHA) certified Contractor to perform scheduled hydraulic and electric vehicle lift and boom inspections; and, unscheduled boom repairs at various HRT locations. Under the terms of this agreement, the Contractor shall provide properly trained and experienced hydraulic and electric lift maintenance technicians to perform all services including annual and semiannual inspections of all hydraulic lifts, brake testing machines and air compressors. Additionally, the Contractor shall perform general hydraulic systems repair services for HRT's Ferry Boat fleet operating out of Portsmouth, Virginia, as well as hydraulic boom trucks, tractors and other similar equipment located throughout the cities served by HRT.

**Contract Approach:** An Invitation for Bids was issued on August 29, 2019. One (1) bid was received on October 8, 2019 from Hydraulic Service Company, Inc. in the total amount of \$138,320. This amount includes \$10,000 (\$2,500/year) for miscellaneous services not currently specified in the Scope of Work that HRT may request during the Contract term. A post-bid survey of vendors solicited concluded that most did not possess experience performing the type of work required, or on the specified equipment. There was no indication that a re-solicitation to pursue more competition would have resulted in greater participation.

After an evaluation of the bid received, HRT staff determined that Hydraulic Service Company, Inc. was a responsive (in compliance with submittal requirements) and responsible (capable to perform) bidder; and, is therefore eligible for award.

Based on a price analysis performed utilizing the independent cost estimate, Hydraulic Service Company, Inc.'s bid is deemed fair and reasonable. A contractor responsibility review confirmed that Hydraulic Service Company, Inc. is technically and financially capable to perform the work.

Hydraulic Service Company, Inc. is located in Portsmouth, VA and has provided similar services to Virginia International Terminal in Norfolk, VA; and, Verizon in Dallas, TX. Hydraulic Service Company, Inc. has also performed similar services for HRT satisfactorily.

The period of performance for this Contract is one (1) base year, with three (3) additional one-year options.

No DBE Goal was assigned for this solicitation.

<b>Contract No:</b>	19-00038	<b>Title:</b>	Hydraulic and Electric Vehicle Lift and Boom Inspection and Repair Services (Renewal)	<b>Base Year Price:</b>	\$34,580
				<b>Three Option Years Pricing:</b>	\$103,740

**Cost/Funding:** This Contract will be funded with Operating Funds.

**Project Manager:** Omar Gordon, Manager of Operational Facilities and Wayfare

**Contracting Officer:** Jason Petruska, Senior Contract Specialist

**Recommendation:** It is respectfully recommended that the Commission approve the award of a Contract to Hydraulic Service Company, Inc. to perform scheduled hydraulic and electric vehicle lift and boom inspections; and, unscheduled boom repairs in the not-to-exceed amount of \$138,320 over a four-year period.

### SOLICITATION RESULTS

Hydraulic Service Company, Inc.				
Base Year 1	Option Year 1	Option Year 2	Option Year 3	Total
\$34,580	\$34,580	\$34,580	\$34,580	\$138,320

<b>Contract No:</b>	19-00014	<b>Title:</b>	Provision of Office Supplies	<b>Base Year Price:</b>	\$35,000
				<b>Three Option Years' Price:</b>	\$105,000

**Acquisition Description:** Enter into a contract with a qualified Contractor to supply and deliver office supplies at various HRT locations on an as needed basis.

**Background:** HRT requires the services of a qualified Contractor to supply and deliver a variety of office supply products at its various locations throughout Hampton Roads on an as needed basis. Under the terms of this agreement, the Contractor shall provide all labor, materials, transportation and equipment necessary to fill HRT's office supply needs within forty-eight (48) hours of order placement by HRT.

**Contract Approach:** A Request for Proposals (RFP) was issued on April 26, 2019. Two (2) proposals were received on May 31, 2019 from Guernsey, Inc. (Guernsey) and Forms and Supply, Inc. (FSI). A post solicitation survey revealed that other firms solicited were not able to meet the administrative requirements outlined in the Scope of Work.

In response to the RFP, proposers were required to provide unit pricing for the fifteen (15) most frequently ordered office supply items specified in the Price Schedule, as well as a discount rate to be applied on all HRT orders for the duration on the Contract.

Upon review and evaluation of the proposals received, HRT staff determined that both firms were technically qualified to meet the Scope of Work (SOW) requirements. The firms were invited to discuss their proposals and provide technical clarifications on their approach to the SOW.

At the conclusion of discussions, negotiations were held with both firms for the purpose of a possible award. Negotiations focused on clarifying assumptions made in establishing pricing, reducing proposed pricing for the fifteen (15) most frequently ordered items listed in the SOW and securing the best discount for the duration of the Contract. At the conclusion of negotiations, Best and Final Offers (BAFOs) were requested from both firms.

After an in-depth review and analysis of the BAFOs received, HRT staff determined that Guernsey provided the best value based on a combination of technical capability and price. As a result of the negotiations, Guernsey's average unit prices for the most frequently ordered items decreased by approximately 1%, and the firm offered a 42% discount on all items ordered by HRT for the duration of the Contract.

Guernsey's pricing is deemed fair and reasonable based on a price analysis performed utilizing historical data and the fact that the pricing was obtained in a competitive environment. A contractor responsibility review performed confirmed that Guernsey is technically and financially capable to perform the services.

<b>Contract No:</b>	19-00014	<b>Title:</b>	Provision of Office Supplies	<b>Base Year Price:</b>	\$35,000
				<b>Three Option Years' Price:</b>	\$105,000

Guernsey is located in Dulles, VA and provides similar services to Christopher Newport University in Newport News, VA; Chesapeake District Court, in Chesapeake, VA; and Anthem in Virginia Beach, VA.

The period of performance for this contract is one (1) base year with three (3) additional one-year options.

No DBE goal was established for this solicitation.

**Cost/Funding:** This contract will be funded by operating funds.

**Project Manager:** Amy Braziel, Manager of Operations Administration

**Contracting Officer:** Fevrier Valmond, Assistant Director of Procurement

**Recommendation:** It is respectfully recommended that the Commission approve the award of a contract to Guernsey, Inc. to provide office supplies to HRT's various locations, in the not-to-exceed amount of \$140,000 over four (4) years.

<b>Contract No:</b>	19-00055	<b>Title:</b>	TRAFFIX General Communications and Marketing Consultant Services	<b>Price:</b>	\$900,000
				<b>Term:</b>	18 months

**Acquisition Description:** Piggyback on an existing Commonwealth of Virginia, Department of Rail and Public Transportation (DRPT) Contract No. 505-18-CC0013 (State Contract) to provide Hampton Roads Transit’s TRAFFIX Department (TRAFFIX) with general communications and marketing consultant services.

**Background:** Using the competitive procurement process, on June 25, 2018, the Commonwealth of Virginia awarded Contract No. 505-18-CC0013 to Siddall Communications, Inc. (Siddall) to provide general communications and marketing consultant services during a period of three (3) years. Under the terms of the Contract, as a DRPT funds recipient, the Transportation District Commission of Hampton Roads dba Hampton Roads Transit (HRT) is considered an additional user. This procurement is to utilize the Siddall contract to assist TRAFFIX with marketing and advertising planning; media buys; and, concept development and production. It should be noted that HRT is often precluded from “piggybacking” on existing state contracts as those agreements often do not include all of the contractual terms mandated by the Federal Transit Administration (FTA). DRPT, however, included the mandated federal terms in the State Contract thus allowing HRT to procure services pursuant to this agreement.

**Contract Approach:** The original State Contract was competitively procured with a number of hourly labor rates for various positions, including, but not limited to Art Director, Production Director, Media Planner/Buyer and Creative Director. A breakdown of services to be provided is as follows:

Description	Not-to-Exceed Price
Administrative	\$120,000
<ul style="list-style-type: none"> <li>• Weekly meetings and status reports</li> <li>• In-person meetings</li> <li>• Internal team meetings</li> <li>• Campaign check-ins</li> <li>• Paid and organic social media planning, coordination, support and implementation</li> </ul>	
Creative and Production	\$195,000
<ul style="list-style-type: none"> <li>• Awareness campaigns</li> <li>• Event communications support and campaigns</li> <li>• Employer Outreach</li> <li>• Website updates</li> <li>• TRAFFIX sponsorship opportunities</li> </ul>	
Production	\$55,000
<ul style="list-style-type: none"> <li>• TV and digital advertisements</li> <li>• TDM outreach</li> </ul>	

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- Employer outreach sales materials  
Media Budget \$500,000
- Television, digital, print, outdoor and radio  
Out-of-Pocket Expenses \$30,000

Based on a price analysis conducted by DRPT at the time of award of the State Contract, and the fact that the pricing was obtained in a competitive environment, Siddall's proposed price of \$900,000 is deemed fair and reasonable.

All FTA required certifications have been received and verified.

The period of performance for this contract is eighteen (18) months.

A DBE goal of 2% was established for this solicitation and Siddall has committed to 2% DBE participation.

**Cost/Funding:** This contract will be funded by grant funds.

**Project Manager:** Ron Hodges, Director of Business Development

**Contracting Officer:** Sonya Luther, Director of Procurement

**Recommendation:** It is respectfully recommended that the Commission approve the award of a contract to Siddall Communications, Inc. to provide HRT's TRAFFIX Department with general communications and marketing consultant services in the not-to-exceed amount of \$900,000.





**Transportation District Commission of Hampton Roads Resolution**

***RESOLUTION 03 - 2019***

A Resolution of the Transportation District Commission of Hampton Roads adopting the update to the HRT Capital Improvement Plan (CIP) for FY 2021 - FY 2026

***WHEREAS***, the Virginia Department of Rail and Public Transportation has required all transit agencies in Virginia to complete a six-year plan for operations and capital improvements, Hampton Roads Transit (HRT) has developed an update to last year's HRT Capital Improvement Plan for FY 2021 - FY 2026;

***WHEREAS***, the CIP will serve as a management and guidance document for HRT capital investments over the next six years;

***WHEREAS***, the CIP will provide the basis for inclusion of HRT's capital and operating needs in programming and planning documents, that will be included in the ten-year Transit Strategic Plan;

***WHEREAS***, the CIP will support the development of a fiscally constrained annual capital and operating plan;

***WHEREAS***, the CIP will provide guidance to HRT management to maximize the investment of public funds and improve the efficiency and effectiveness of public transportation;

***NOW, THEREFORE, BE IT RESOLVED*** that the Transportation District Commission of Hampton Roads adopts the attached updated HRT Capital Improvement Plan FY 2021 - FY 2026.

***APPROVED and ADOPTED*** by the Transportation District Commission of Hampton Roads at its meeting on the 12th day of December 2019.

TRANSPORTATION DISTRICT COMMISSION  
OF HAMPTON ROADS

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Brad Hunter  
Chair

ATTEST:

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Luis R. Ramos,  
Commission Secretary